

HW Dairy Products and Alternatives in Italy

<https://marketpublishers.com/r/H4F748DA5443EN.html>

Date: November 2023

Pages: 13

Price: US\$ 990.00 (Single User License)

ID: H4F748DA5443EN

Abstracts

Healthy and sustainable food is a topic of primary importance for many Italians, who not only want to improve their own health but also contribute towards improving the health of the planet. The growing interest in vegan butter and spreads is evidenced by the increasing presence of these products on retailers' shelves. With the media placing a strong focus on issues around sustainability and lifestyle choices, companies have not had to make any great efforts to create demand for these products.

Euromonitor International's HW Dairy Products and Alternatives in Italy report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

HW Dairy Products and Alternatives in Italy
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

HW DAIRY PRODUCTS AND ALTERNATIVES IN ITALY
KEY DATA FINDINGS

2022 DEVELOPMENTS

Vegan dairy products and alternatives on the rise as more consumers pursue plant-based diets

Lactose free leads health and wellness dairy products and alternatives in 2022

High fibre claim sees rising demand and sales

PROSPECTS AND OPPORTUNITIES

Immune support claims likely to become more prominent in milk formula over the forecast period

Consumers becoming more selective about what they put into their diet

Promising outlook for digestive health, backed by Italy's rapidly ageing population

CATEGORY DATA

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness

Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN ITALY

EXECUTIVE SUMMARY

Overview

DISCLAIMER

I would like to order

Product name: HW Dairy Products and Alternatives in Italy

Product link: <https://marketpublishers.com/r/H4F748DA5443EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H4F748DA5443EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970