

# Organic Packaged Food in Italy

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## Abstracts

Organic dairy is the largest category within organic packaged food and in 2021 is largely being driven by the performance of organic milk. It still represents a niche compared with traditional milk products, but nevertheless is recording a much better performance than the latter. In Italy, Granarolo dominates organic milk, offering three different alternatives: organic semi-skimmed long-life milk, organic semi-skimmed milk, and organic whole milk. Following this is Cooperativa Latteria Vipiteno...

Euromonitor International's Organic Packaged Food 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** Organic Baby Food, Organic Bread, Organic Breakfast Cereals, Organic Chilled Processed Meat and Seafood, Organic Confectionery, Organic Dairy, Organic Edible Oil, Organic Frozen Meat, Seafood, Fruit and Vegetables, Organic Ice Cream, Organic Ready Meals, Organic Rice, Pasta and Noodles, Organic Sauces, Dressings and Condiments, Organic Savoury Snacks, Organic Shelf Stable Meat, Seafood, Fruit and Vegetables, Organic Soup, Organic Spreads, Organic Sweet Biscuits, Snack Bars and Fruit Snacks.

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

## Why buy this report?

*Organic Packaged Food in Italy*

Get a detailed picture of the Organic Packaged Food 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.

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Growth in organic dairy is largely driven by demand for healthier, more premium organic hay milk

Organic baby food continues to see strong growth as parents eschew treats for themselves to give their children the healthiest food

Growing demand for organic oil, though organic olive oil will remain a niche due to low awareness and its expensive unit prices

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