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Yoghurt in Italy

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Abstracts

Sales of yoghurt continued to be supported by the rising demand for healthy products in 2010. Ever more conscious about their wellness, Italian consumers are increasingly looking for fast food solutions that can offer a high degree of healthy properties. Health and wellness are the driving words within the category, representing a high segmentation of consumer demand as well as an urge towards innovation for manufacturers.

Euromonitor International's Yoghurt in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Chocolate-based Flavoured Powder Drinks, Dairy Only Flavoured Milk Drinks, Dairy-based Desserts, Drinking Yoghurt, Flavoured Fromage Frais and Quark, Flavoured Milk Drinks with Fruit Juice, Flavoured, Functional Condensed Milk, Fresh/Pasteurised Milk, Goat Milk, Hard Cheese, Long-Life/UHT Milk, Malt-based Hot Drinks, Non-Chocolate-based Flavoured Powder Drinks, Plain Condensed/Evaporated Milk, Plain Fromage Frais and Quark, Savoury Fromage Frais and Quark, Soft Cheese, Soy Drinks, Soy Milk, Soy-based Desserts, Spoonable Yoghurt, Spreadable Processed Cheese, Spreadable Unprocessed Cheese, Unspreadable Processed Cheese.

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

Why buy this report?

Get a detailed picture of the Yoghurt 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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