

# Yoghurt and Sour Milk Drinks in Italy

<https://marketpublishers.com/r/Y58B8FA03EEEN.html>

Date: October 2011

Pages: 72

Price: US\$ 990.00 (Single User License)

ID: Y58B8FA03EEEN

## Abstracts

The health trend has continued to have a large impact on yoghurt in 2011, although consumer preference seems to have shifted towards the spoonable format at the expense of the drinking format. In order to support yoghurt sales, manufacturers have kept people interested in consuming different types of yoghurt as a light and healthy dessert. Most consumers crave something sweet after a meal. Yet, unlike in countries such as France, yoghurt is not a traditional dessert in Italy. However, based on...

Euromonitor International's Yoghurt and Sour Milk Drinks 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 2006-2010, 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 2015 illustrate how the market is set to change.

**Product coverage:** Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed/Evaporated Milk, Cream, Flavoured Milk Drinks, Flavoured Powder Milk Drinks, Fromage Frais and Quark, Milk, Powder Milk, Processed Cheese, Sour Milk Drinks, Soy Beverages, Unprocessed Cheese, Yoghurt.

**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 and Sour Milk Drinks 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.

## Contents

### YOGHURT AND SOUR MILK DRINKS IN ITALY

Euromonitor International  
October 2011

#### LIST OF CONTENTS AND TABLES

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Yoghurt and Sour Milk Drinks by Category: Volume 2006-2011

Table 2 Sales of Yoghurt and Sour Milk Drinks by Category: Value 2006-2011

Table 3 Sales of Yoghurt and Sour Milk Drinks by Category: % Volume Growth  
2006-2011

Table 4 Sales of Yoghurt and Sour Milk Drinks by Category: % Value Growth  
2006-2011

Table 5 Soy-based vs Dairy-based Yoghurt % Breakdown 2010

Table 6 Leading Flavours for Flavoured Spoonable Yoghurt 2006-2011

Table 7 Leading Flavours for Fruited Spoonable Yoghurt 2006-2011

Table 8 Yoghurt and Sour Milk Drinks Company Shares 2006-2010

Table 9 Yoghurt and Sour Milk Drinks Brand Shares 2007-2010

Table 10 Sales of Yoghurt and Sour Milk Drinks by Distribution Format: % Analysis  
2006-2011

Table 11 Forecast Sales of Yoghurt and Sour Milk Drinks by Category: Volume  
2011-2016

Table 12 Forecast Sales of Yoghurt and Sour Milk Drinks by Category: Value  
2011-2016

Table 13 Forecast Sales of Yoghurt and Sour Milk Drinks by Category: % Volume  
Growth 2011-2016

Table 14 Forecast Sales of Yoghurt and Sour Milk Drinks by Category: % Value  
Growth 2011-2016

Granarolo SpA in Packaged Food (italy)

Strategic Direction

Key Facts

Summary 1 Granarolo SpA: Key Facts

Summary 2 Granarolo SpA: Operational Indicators  
Company Background  
Production  
Summary 3 Granarolo SpA: Production Statistics 2010  
Competitive Positioning  
Summary 4 Granarolo SpA: Competitive Position 2010  
Nestlé Italiana SpA in Packaged Food (italy)  
Strategic Direction  
Key Facts  
Summary 5 Nestlé Italiana SpA: Key Facts  
Summary 6 Nestlé Italiana SpA: Operational Indicators  
Company Background  
Production  
Summary 7 Nestlé Italiana SpA: Production Statistics 2010  
Competitive Positioning  
Summary 8 Nestlé Italiana SpA: Competitive Position 2010  
Unilever Italia SpA in Packaged Food (italy)  
Strategic Direction  
Key Facts  
Summary 9 Unilever Italia SpA: Key Facts  
Summary 10 Unilever Italia SpA: Operational Indicators  
Company Background  
Production  
Competitive Positioning  
Summary 11 Unilever Italia SpA: Competitive Position 2010  
Executive Summary  
Slow Economic Recovery Impacts Sales  
Polarisation Continues To Impact Sales  
Modest Gains Made by Private Label  
Economic Concerns Shape Distribution  
Marginal Growth Expected Due To Ongoing Economic Concerns  
Key Trends and Developments  
Slow Pace of Economic Recovery Keep Sales in Check  
Private Label Small But Growing  
Busy Consumers Demand Convenience  
Price-sensitive Consumers Influence Distribution  
Healthier Nutrition Choices Remain in Focus  
Foodservice - Key Trends and Developments  
Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2006-2011

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2006-2011

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2011-2016

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2011-2016

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2006-2011

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2006-2011

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2006-2011

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2006-2011

Table 23 Company Shares of Impulse and Indulgence Products 2006-2010

Table 24 Brand Shares of Impulse and Indulgence Products 2007-2010

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2011-2016

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2011-2016

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2011-2016

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2011-2016

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2006-2011

Table 30 Sales of Nutrition/Staples by Category: Value 2006-2011

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2006-2011

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2006-2011

Table 33 Company Shares of Nutrition/Staples 2006-2010

Table 34 Brand Shares of Nutrition/Staples 2007-2010

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2011-2016

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2011-2016

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth  
2011-2016

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2011-2016  
Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2006-2011

Table 40 Sales of Meal Solutions by Category: Value 2006-2011

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2006-2011

Table 42 Sales of Meal Solutions by Category: % Value Growth 2006-2011

Table 43 Company Shares of Meal Solutions 2006-2010

Table 44 Brand Shares of Meal Solutions 2007-2010

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2011-2016

Table 46 Forecast Sales of Meal Solutions by Category: Value 2011-2016

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2011-2016

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2011-2016

Market Data

Table 49 Sales of Packaged Food by Category: Volume 2006-2011

Table 50 Sales of Packaged Food by Category: Value 2006-2011

Table 51 Sales of Packaged Food by Category: % Volume Growth 2006-2011

Table 52 Sales of Packaged Food by Category: % Value Growth 2006-2011

Table 53 GBO Shares of Packaged Food 2006-2010

Table 54 NBO Shares of Packaged Food 2006-2010

Table 55 NBO Brand Shares of Packaged Food 2007-2010

Table 56 Penetration of Private Label by Category 2006-2011

Table 57 Sales of Packaged Food by Distribution Format: % Analysis 2006-2011

Table 58 Sales of Packaged Food by Category and Distribution Format: % Analysis  
2011

Table 59 Forecast Sales of Packaged Food by Category: Volume 2011-2016

Table 60 Forecast Sales of Packaged Food by Category: Value 2011-2016

Table 61 Forecast Sales of Packaged Food by Category: % Volume Growth  
2011-2016

Table 62 Forecast Sales of Packaged Food by Category: % Value Growth 2011-2016  
Sources

Summary 12 Research Sources

## I would like to order

Product name: Yoghurt and Sour Milk Drinks in Italy

Product link: <https://marketpublishers.com/r/Y58B8FA03EEEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Y58B8FA03EEEN.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