

Italy Milk Protein Market Size, Share & Trends Analysis Report By Product (Concentrates, Isolates, Hydrolyzed), By Form (Powder, Liquid), By Application (Food & Beverages, Infant Formula), And Segment Forecasts, 2025 - 2033

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Abstracts

The Italy milk protein market size was valued at USD 394.2 million in 2024 and is expected to reach USD 687.7 million by 2033, growing at a CAGR of 6.4% from 2025 to 2033. A stronger consumer focus on health and nutrition drives this growth.

Higher disposable incomes and evolving lifestyles have increased the use of protein-enriched foods and supplements across various age groups. Strong demand for milk protein as an ingredient supports muscle development, weight management, and overall wellness, driving steady expansion across food, beverage, and sports nutrition segments. These trends continue to create new opportunities and reinforce the growth of the Italy milk protein industry as more consumers prioritize high-quality, functional protein sources in their daily diets.

Urbanization and limited time for home-cooked meals have reduced daily nutrient intake, especially in major cities. This has created gaps in everyday diets and enhanced awareness of the role of high-quality protein in overall health. Rising cases of obesity, diabetes, and heart disease have led consumers to choose foods and beverages that help manage weight, support heart health, and maintain muscle strength. A stronger focus on preventive care and a more active lifestyle drives demand for convenient, protein-rich options across different age groups.

The shift in demographics further supports this trend. An aging population continues to shape demand for nutrition solutions that help maintain health and quality of life.

According to the Economic Policy Committee Ageing Report 2024, the old-age dependency ratio in Italy has been projected to rise from 40.8% in 2022 to 66% by around 2050. This demographic change drives higher demand for milk protein in clinical nutrition, specialized dairy products, and fortified foods that help maintain muscle and support recovery among older age groups. Rising nutrition awareness leads consumers to choose clean-label, fortified products from supermarkets, pharmacies, and online channels. These factors collectively support the expansion of the Italy milk protein industry.

Italy Milk Protein Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Italy milk protein market report based on product, form, and application:

Product Outlook (Volume, Kilotons; Revenue, USD Million, 2021 - 2033)

Concentrates

Isolates

Hydrolyzed

Form Outlook (Volume, Kilotons; Revenue, USD Million, 2021 - 2033)

Powder

Liquid

Application Outlook (Volume, Kilotons, Revenue, USD Million, 2021 - 2033)

Food & Beverages

Dairy Products

Bakery & Confectionary

Functional Foods

Beverages

Others

Infant Formula

Dietary Supplements

Animal Feed

Others

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