



Euromonitor
International

Other Dairy in Italy

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Mixed performances, with plain condensed milk seeing a surge in sales

Nestlé's ability to meet consumer needs drives strong growth, but Ferrero maintains its lead

Retail e-commerce maintains its rising trend due to convenience, and access to more specialised products

PROSPECTS AND OPPORTUNITIES

Continued growth, but limited price increases likely to prevent a stronger increase

Chilled and shelf stable desserts will suffer from continued competition from healthier alternatives

Healthy and plant-based products expected to have a higher profile

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DISCLAIMER

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Summary 1 - Research Sources

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