



Euromonitor
International

Yoghurt and Sour Milk Products in Italy

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Focus on health drives growth for plain yoghurt and sour milk products

Danone continues lead, while Latteria NOM focuses on health as well as taste to drive growth

Large modern grocery retailers continue to dominate, but retail e-commerce grows from a low base

PROSPECTS AND OPPORTUNITIES

Increased focus on health and product diversification set to contribute to growth

The natural, healthy profile of protein-rich Greek yoghurt will be highlighted

Product development, production processes, and sustainability likely to be areas of innovation

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Dairy Products and Alternatives in Italy - Industry Overview

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DISCLAIMER

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