



Drinking Milk Products in Italy

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Although cow's milk declines, flavoured milk drinks and goat milk serve specific consumer groups and see growth
Parmalat maintains its share despite sales decline, while Almalattea performs well with its goat milk
Consumers value the convenience, wide product range, and promotions of supermarkets

PROSPECTS AND OPPORTUNITIES

Volume growth will be prevented by the falling birth rate and a move to alternative milks
More health-focused product lines set to emerge
Labelling will be an important area of focus

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Dairy Products and Alternatives in Italy - Industry Overview

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DISCLAIMER

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