



HW Dairy Products and Alternatives in Italy

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Players adopt multiple health claims to address consumer needs

INDUSTRY PERFORMANCE

- Focus on high protein and functional claims
- Lactose free cheese continues to gain popularity
- Low fat claims are common in soft cheese and mozzarella

WHAT'S NEXT

- Health claims will be central to product development
- Promising outlook for lactose free products
- Low fat will continue to resonate with consumers

CATEGORY DATA

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Health and Wellness in Italy - Industry Overview

EXECUTIVE SUMMARY

Rising health awareness drives expansion of claims

INDUSTRY PERFORMANCE

- Italian consumers invest to support health
- Protein trend gains prominence

WHAT'S NEXT

Economic recovery to propel growth of health and wellness

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