



Euromonitor
International

Drinking Milk Products in Italy

August 2025

Table of Contents

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

CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2020-2025

Table 2 - Sales of Drinking Milk Products by Category: Value 2020-2025

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2020-2025

Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030

Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030

Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Italy - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 16 - Penetration of Private Label by Category: % Value 2020-2025

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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