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International

# Dairy Products and Alternatives in Italy

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Milk formula maintains growth in a declining category due to its critical role in baby nutrition

Heinz maintains its lead, but some smaller players see stronger growth from a low base

Supermarkets and health and beauty specialists continue to dominate, but retail e-commerce is on a rising trend

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Interest in regional cheese, especially unpackaged hard cheeses from delicatessens, drives growth

Nestlé Italiana sees dynamism as its Mio brand is relaunched

Supermarkets maintains its stable lead due to a wide product variety, including unpackaged and private label products

## PROSPECTS AND OPPORTUNITIES

Consumers will continue to value the tradition and quality of local controlled origin unpackaged hard cheeses

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Consumers value the convenience, wide product range, and promotions of supermarkets

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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

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Eurofood extends its lead with a wide product portfolio and a sustainable focus

Health and beauty specialists sees dynamism from a low base as consumers seek niche products

#### PROSPECTS AND OPPORTUNITIES

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