



Euromonitor
International

Plant-Based Dairy in Italy

August 2025

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Plant-Based Dairy in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dynamic growth continues for plant-based dairy, with oat milk particularly popular
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

The consumer group is likely to expand further due to greater visibility and formula advancements
Clear labelling expected, to highlight nutritional profile and ensure transparency
Algae may be the next raw material incorporated in plant-based dairy products

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Dairy Products and Alternatives in Italy - Industry Overview

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Competitive landscape
Channel developments
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DISCLAIMER

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