



Euromonitor
International

HW Dairy Products and Alternatives in Italy

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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

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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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