



Euromonitor
International

Dairy Products and Alternatives in Italy

October 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Functional Wellness Drives Premium Cheese and Yoghurt Sales

Valsoia Bridges Plant-Based and Functional Indulgence to Boost Sales

Ponte Reale Elevates Indulgence with Functional Soft Cheese Innovation

Chart 2 - Ponte Reale's "Cuore Di Kefir" Exemplifies Functional Indulgence in Soft Cheese Innovation

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Claims Anticipated to Boost Premium Positioning

Wellness Positioning and Smaller Pack Sizes Expected to Shape Consumer Demand

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Big Srl Builds on Brand Strength, While Private Label Competition Intensifies

Chart 7 - Analyst Insight for Dairy Products and Alternatives

New Princes Group Leverages Baby Food Acquisition to Strengthen Early-Life Nutrition

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Supermarkets Sustain Leadership by Matching Consumer Convenience Demands

Major Chains Accelerate Growth in Online and Functional Ranges

Retailers Reshape At-Home Experiences with Premium and Functional Lines

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Culture Integration Is Embraced as a Formulation Technology

Plant-Based Substrate Engineering Used for Dairy-Mimetic Texture

Chart 11 - Valsoia Expands into Functional Plant-Based Dairy Alternatives

Portion-Controlled Pack Architecture Drives Competitive Dynamics

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dairy Products and Alternatives

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dairy Products and Alternatives

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Baby Food

INDUSTRY PERFORMANCE

Manufacturers Shift Towards Innovation in Organic, Clean Label, Fortified Products

Hipp Drives Organic Snacking as Prepared Baby Food Leads Value

Plasmon Expands Snacking to Build Loyalty beyond Infancy

Chart 20 - Plasmon Expands beyond Infancy through Snacking

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Parents Anticipated to Trade up to Premium Nutrition as Brands Blur Age Boundaries

Brands Expected to Leverage Functional Innovation and Lifecycle Marketing for Value Growth

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

New Princes Group Acquisition Strengthens Heinz'S Lead as Mellin Leverages Science-Backed Growth

Chart 25 - Analyst Insight for Baby Food

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Supermarkets Secure Trust and Convenience for Busy Parents

E-Commerce Gains Ground as Replenishment Becomes Routine

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Clean Label Engineering and Processing Integrity Shape Product Innovation

Brands Release Format Systems for Multi-Stage Consumption

Chart 29 - Hipp's "Tesori Di Frutta" Exemplifies Premium Organic Fruit Innovation

Value Is Captured through Trust and Lifecycle Extension

ECONOMIC CONTEXT

Chart 30 - Economic Context for Baby Food

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Baby Food

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

Chart 36 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Butter and Spreads in Italy](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Butter and Spreads Summary

INDUSTRY PERFORMANCE

Vallé Drives Premiumisation as Consumers Seek Healthier Indulgence

Chart 37 - Vallé Launches Il Burroso

Vallé and Prealpi Fuel Innovation in Response to Evolving Preferences

Chart 38 - Health-Oriented Innovation Exemplified by Prealpi'S Reduced-Cholesterol Butter

Chart 39 - Value Sales 2021-2031

Chart 40 - Value Sales by Category 2026

WHAT'S NEXT?

Premium Butter Expected to Appeal to Tradition While Margarine Targets Younger Home Bakers

Premiumisation and Clean Label Innovation Anticipated to Reshape Consumer Choices and Business Priorities

Chart 41 - Forecast Value Sales 2021-2031

Chart 42 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Prealpi Industria Casearia Spa Expands Assortment and Innovation to Strengthen Loyalty

Chart 43 - Analyst Insight for Butter and Spreads

Chart 44 - Company Shares 2026

Chart 45 - Brand Shares 2026

CHANNELS

Supermarkets Sustain Leadership through Assortment and Consumer Loyalty

Digital Platforms Expand Reach with Premium and Health-Led Offerings

Chart 46 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 47 - Economic Context for Butter and Spreads

Chart 48 - Real Gdp Growth 2021-2031

Chart 49 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 50 - Consumer Context for Butter and Spreads

Chart 51 - Population 2021-2031

Chart 52 - Population by Generation 2026

Chart 53 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Cheese in Italy](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cheese Summary

KEY INDUSTRY TRENDS

Chart 54 - Key Industry Trends for Cheese

INDUSTRY PERFORMANCE

Hard Cheese Drives Value Growth as Consumers Move Towards Premiumisation

Chart 55 - Regional Specialities Drive Premiumisation

Deliziosa'S Stracciatella Launch Strengthens Premium Positioning and Retail Innovation

Galbani Drives Everyday Wellness with Functional Innovation and Convenience

Chart 56 - Galbani Focuses on Everyday Wellness

Chart 57 - Value Sales 2021-2031

Chart 58 - Value Sales by Category 2026

WHAT'S NEXT?

Parmigiano Reggiano and Grana Padano Expected to Sustain Value Growth as Premiumisation Deepens

Conad and Private Label Anticipated to Strengthen as Consumers Polarise between Premium and Value

Chart 59 - Forecast Value Sales 2021-2031

Chart 60 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Big Srl Maintains Leadership through Portfolio Breadth and Retail Reach

Chart 61 - Analyst Insight for Cheese

Chart 62 - Company Shares 2026

Chart 63 - Brand Shares 2026

CHANNELS

Supermarkets Boost Private Label and Regional Lines to Capture Demand

E-Commerce Leverages Premium and Convenience to Drive Growth

Chart 64 - Retail Channels 2021-2026

PRODUCTS

Private Label Is Positioned as a Product-Design Challenger

Product Design Shaped by Reformulation Away From Processed Formats

Business Impact Defined by Polarisation between Premium Players and Private Label Lines

ECONOMIC CONTEXT

Chart 65 - Economic Context for Cheese

Chart 66 - Real Gdp Growth 2021-2031

Chart 67 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 68 - Consumer Context for Cheese

Chart 69 - Population 2021-2031

Chart 70 - Population by Generation 2026

Chart 71 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Drinking Milk Products in Italy](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Drinking Milk Products Summary

INDUSTRY PERFORMANCE

Milk Drives Value Sales as Italian Consumers Shift Towards Lactose-Free and High-Digestibility Milk

Parmalat Leverages Wellness Innovation, While Granarolo Invests in Local Sourcing

Chart 72 - Parmalat Launches Zymil Barista to Combine Everyday Wellness and Coffee Culture

Chart 73 - Value Sales 2021-2031

Chart 74 - Value Sales by Category 2026

WHAT'S NEXT?

Flavoured Milk Drinks Set to Maintain Positive Growth by Broadening Appeal

Shelf-Stable Milk Expected to Leverage Convenience to Slow Value Erosion

Chart 75 - Forecast Value Sales 2021-2031

Chart 76 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Parmalat Strengthens Lead as Private Label Gains Ground

Chart 77 - Company Shares 2026

Chart 78 - Brand Shares 2026

CHANNELS

Supermarkets Maintain Lead by Leveraging Assortment and Trust

E-Commerce Gains in Top-Up Shopping but Remains Marginal

Chart 79 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 80 - Economic Context for Drinking Milk Products

Chart 81 - Real Gdp Growth 2021-2031

Chart 82 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 83 - Consumer Context for Drinking Milk Products

Chart 84 - Population 2021-2031

Chart 85 - Population by Generation 2026

Chart 86 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Yoghurt and Sour Milk Products in Italy](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Yoghurt and Sour Milk Products Summary

INDUSTRY PERFORMANCE

Granarolo and Danone Drive Value through Wellness Innovation

Yomo Responds to Clean-Label Demand with Sugar-Free Launch

Chart 87 - Yomo Launches No Added Sugar and No Sweeteners Range

Mila Elevates Indulgence with Lactose-Free Caramel Biscuit Yoghurt

Chart 88 - Mila Expands Gusto+Gusto Caramel Biscuit Lactose-Free Yoghurt

Chart 89 - Value Sales 2021-2031

Chart 90 - Value Sales by Category 2026

WHAT'S NEXT?

Kefir Brands Anticipated to Broaden Offerings as Demand for Digestive Health Rises

Manufacturers Expected to Reformulate for Wellness and Broaden Appeal with Functional Claims

Chart 91 - Forecast Value Sales 2021-2031

Chart 92 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Danone Spa Leverages Innovation to Sustain Brand Leadership

Chart 93 - Company Shares 2026

Chart 94 - Brand Shares 2026

CHANNELS

Supermarkets Capture Loyalty with Assortment and Innovation

Online Platforms Drive Premium and Wellness Product Access

Chart 95 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 96 - Economic Context for Yoghurt and Sour Milk Products

Chart 97 - Real Gdp Growth 2021-2031

Chart 98 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 99 - Consumer Context for Yoghurt and Sour Milk Products

Chart 100 - Population 2021-2031

Chart 101 - Population by Generation 2026

Chart 102 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Other Dairy in Italy](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Dairy Summary

INDUSTRY PERFORMANCE

Other Dairy Maintains Value Growth Despite Macroeconomic Pressures

Chilled Snacks Expand Appeal as Cream Loses Relevance

Chart 103 - Lactalis Launches Galbani Santa Lucia Fiocchi

Eurovo and Lactalis Win with Protein and Wellness-Focused Innovation

Chart 104 - Eurovo Launches Le Naturelle Cremoso

Chart 105 - Value Sales 2021-2031

Chart 106 - Value Sales by Category 2026

WHAT'S NEXT?

Protein-Rich Snacking Anticipated to Displace Desserts as Retailers Expand Wellness Offerings

Brands Expected to Invest in Protein, Naturalness and Plant-Based to Meet Evolving Demand

Chart 107 - Forecast Value Sales 2021-2031

Chart 108 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ferrero Spa Leverages Innovation and Brand Loyalty to Sustain Leadership

Chart 109 - Company Shares 2026

Chart 110 - Brand Shares 2026

CHANNELS

Supermarkets Drive Private Label Innovation

E-Commerce Expands Slowly as Chilled Logistics Constrain Growth

Chart 111 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 112 - Economic Context for Other Dairy

Chart 113 - Real Gdp Growth 2021-2031

Chart 114 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 115 - Consumer Context for Other Dairy

Chart 116 - Population 2021-2031

Chart 117 - Population by Generation 2026

Chart 118 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Plant-Based Dairy in Italy](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Plant-Based Dairy Summary

INDUSTRY PERFORMANCE

Everyday Wellness and Functional Benefits Drive Growth in Plant-Based Dairy

Chart 119 - Verys Expands Functional and Convenient Plant-Based Dairy Solutions

Valsoia and Verys Boost Mainstream Appeal with Functional Indulgence

Chart 120 - Valsoia Expands Zero Range

Chart 121 - Value Sales 2021-2031

Chart 122 - Value Sales by Category 2026

WHAT'S NEXT?

Oat Milk and Barista Launches Anticipated to Expand Daily Consumption

Brands Expected to Invest in Taste and Texture to Drive Repeat Purchases

Functional Innovation and Clear Labelling Set to Reshape Consumer Choices

Chart 123 - Forecast Value Sales 2021-2031

Chart 124 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Eurofood Spa Extends Innovation Lead as Valsoia Spa Defends Local Trust

Chart 125 - Company Shares 2026

Chart 126 - Brand Shares 2026

CHANNELS

Supermarkets Leverage Private Label to Increase Plant-Based Adoption

E-Commerce Enables Specialist Brands to Target Niche Demand

Chart 127 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 128 - Economic Context for Plant-Based Dairy

Chart 129 - Real Gdp Growth 2021-2031

Chart 130 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 131 - Consumer Context for Plant-Based Dairy

Chart 132 - Population 2021-2031

Chart 133 - Population by Generation 2026

Chart 134 - Consumer Expenditure 2021-2031

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-italy/report.