

Drinking Milk Products in Italy

September 2022

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Drinking Milk Products in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing availability of information on the harmful effects of cow's milk consumption negative affects drinking milk products sales

Protein enriched drinking milk products fare relatively well as consumers are more mindful of their protein intake

Health concerns and widening availability supports sales growth in goat milk

PROSPECTS AND OPPORTUNITIES

With rising production costs, an uncertain future for dairy

Lactose-free milk and goat's milk set to outperform traditional cow's milk products

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DISCLAIMER

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