



# Free From in Italy

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## Free From in Italy - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Free from lactose continues to grow and stimulate new launches and innovation

Celebrity messaging and widening distribution supports sales of free from gluten pasta

Prevalence of meat alternatives continues to rise with a growing number of consumers opting for plant-based food more regularly

#### PROSPECTS AND OPPORTUNITIES

Free from meat category to continue dynamic performance, particularly if taste, texture, protein-content, and price can match animal-derived products

Continued growth anticipated within free from dairy as even those without lactose intolerances show greater demand

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