



**Euromonitor
International**

Baby Food in Italy

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Milk formula maintains growth in a declining category due to its critical role in baby nutrition
Heinz maintains its lead, but some smaller players see stronger growth from a low base
Supermarkets and health and beauty specialists continue to dominate, but retail e-commerce is on a rising trend

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Dairy Products and Alternatives in Italy - Industry Overview

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DISCLAIMER

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