



Euromonitor
International

Dairy Products and Alternatives in Italy

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[Baby Food in Italy](#)

KEY DATA FINDINGS

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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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Nestlé Italiana sees dynamism as its Mio brand is relaunched

Supermarkets maintains its stable lead due to a wide product variety, including unpackaged and private label products

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Consumers value the convenience, wide product range, and promotions of supermarkets

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Mixed performances, with plain condensed milk seeing a surge in sales

Nestlé's ability to meet consumer needs drives strong growth, but Ferrero maintains its lead

Retail e-commerce maintains its rising trend due to convenience, and access to more specialised products

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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