



Plant-Based Dairy in Italy

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dynamic growth continues for plant-based dairy, with oat milk particularly popular
Eurofood extends its lead with a wide product portfolio and a sustainable focus
Health and beauty specialists sees dynamism from a low base as consumers seek niche products

PROSPECTS AND OPPORTUNITIES

The consumer group is likely to expand further due to greater visibility and formula advancements
Clear labelling expected, to highlight nutritional profile and ensure transparency
Algae may be the next raw material incorporated in plant-based dairy products

CATEGORY DATA

Table 1 - Sales of Plant-Based Dairy by Category: Value 2020-2025
Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025
Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025
Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025
Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025
Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025
Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030
Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Italy - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 9 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
Table 13 - Penetration of Private Label by Category: % Value 2020-2025
Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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