

Other Dairy in Italy

September 2023

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Other Dairy in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cream consumption continues to stabilise at the end of the review period
Shift from indulgence to healthier options harms dairy desserts but boosts plain fromage frais and quark
Wide and varied use boosts condensed and evaporated milk

PROSPECTS AND OPPORTUNITIES

Plain fromage frais and quark players to continue to leverage healthy positioning
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DISCLAIMER

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