

# Yoghurt and Sour Milk Products in Italy

September 2023

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## Yoghurt and Sour Milk Products in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and wellness sustains interest in yoghurt and spurs growth in kefir  
Protein content yoghurt becomes the key trend  
Resumption of pre-pandemic lifestyles helps drinking yoghurt to rebound

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