

Plant-Based Dairy in Italy

September 2023

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Plant-Based Dairy in Italy - Category analysis

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2023 DEVELOPMENTS

“Other” plant-based milk continues to grow at the expense of soy drinks and cow's milk
Soy drinks struggles to take advantage of the shift to healthier drinks
Plant-based yoghurt and cheese continue to tap into the burgeoning healthy eating trend

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Constantly expanding plant-based cheese to attract company activity
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DISCLAIMER

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