

# 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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