

## **Dietary Supplements in Italy**

Market Direction | 2022-09-19 | 28 pages | Euromonitor

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### **Report description:**

Dietary supplements is expected to see strong growth in current value terms in 2022, representing a similar result to 2021. Growth slowed down in 2020 due to the arrival of the COVID-19 pandemic and the introduction of restrictions to contain it. This led to slower growth in sales of most dietary supplements, as consumers were more focused on boosting their immune system than on treating other health issues. Probiotic supplements was particularly hard hit by the pandemic, with it also being the...

Euromonitor International's Dietary Supplements in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Dietary Supplements market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

October 2022

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