

## **Herbal/Traditional Products in Italy**

Market Direction | 2022-09-19 | 26 pages | Euromonitor

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### **Report description:**

Herbal/traditional products is expected to register strong growth in current value terms in 2022. On factor behind this is the dynamic growth of herbal/traditional digestive remedies, which is set to benefit from consumers returning to more active social lives and eating out more regularly again. As fears around COVID-19 soften and restrictions are lifted consumers are returning to foodservice outlets in greater numbers. One significant factor has been the dropping of the obligation to show the...

Euromonitor International's Herbal/Traditional Products 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: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products 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.

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Euromonitor International  
October 2022

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The return of cold/flu boosts sales of herbal/traditional cough, cold and allergy (hay fever) remedies

Sales of herbal/traditional sleep aids benefiting from social, economic and political uncertainty

#### PROSPECTS AND OPPORTUNITIES

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