

Weight Management and Wellbeing in Italy

Market Direction | 2022-09-19 | 25 pages | Euromonitor

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Report description:

Meal replacement remains by far the largest category within weight management and wellbeing in Italy; however during 2020 the category suffered from the fact that the COVID-19 crisis encouraged Italian consumers to focus more on health and prevention, and less on maintaining their physical appearance and getting back/remaining in shape. Additionally, due to the home seclusion resulting from the government's COVID-19 measures, consumers found themselves with more time to prepare healthy and nutri...

Euromonitor International's Weight Management and Wellbeing 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: Meal Replacement, OTC Obesity, Slimming Teas, Supplement Nutrition Drinks, Weight Loss 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 Weight Management and Wellbeing 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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Meal replacement sales suffering from growing financial pressures

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