

Dietary Supplements in Italy

Market Direction | 2023-09-21 | 27 pages | Euromonitor

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Report description:

Dietary supplements is set to see strong growth in current value terms in 2023. One major driver of this performance is the dynamic growth being seen in probiotic supplements in 2023, which is set to see the second consecutive year of double-digit growth in current value terms. Sales have already recovered and exceeded pre-pandemic levels with there being a growing awareness of the benefits of consuming these products. Probiotic supplements are expected to benefit from unit price increases in 20...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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