

Sports Nutrition in Italy

Market Direction | 2023-09-21 | 24 pages | Euromonitor

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Report description:

Sports nutrition looks set to see double-digit growth in current value terms in 2023 for the second year running with sales having already exceeded pre-COVID-19 levels. The category had already seen a full recovery in 2022 in Italy after the decline in sales seen in 2020 following the outbreak of COVID-19. Sales have taken off in 2022 and 2023 thanks to consumers returning to practising sports and physical activities more regularly. The pandemic also caused more people to reflect on their health...

Euromonitor International's Sports Nutrition 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: Sports Non-Protein Products, Sports Protein Products.

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

Why buy this report?

- * Get a detailed picture of the Sports Nutrition 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.

Table of Contents:

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List Of Contents And Tables

SPORTS NUTRITION IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sports nutrition thriving as the pandemic comes to an end

Unit prices continue to rise providing a further boost to value sales

Sports protein products benefit from the popularity of high-protein food among those looking to lose weight and stay fit

PROSPECTS AND OPPORTUNITIES

Sales expected to benefit from the growing attention of Italians on preventative health and the importance of physical exercise

Retail e-commerce set to remain the most popular distribution channel, but players are looking to reach more channels as demand grows

Sports nutrition set to increasingly target women, while plant-based products continue to receive growing interest

CATEGORY DATA

Table 1 Sales of Sports Nutrition by Category: Value 2018-2023

Table 2 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 4 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 5 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 6 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN ITALY

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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