

Vitamins in Italy

Market Direction | 2023-09-21 | 25 pages | Euromonitor

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Report description:

Multivitamins is set to deliver moderate growth in current value terms in 2023, representing a significant slowdown from the growth seen during the pandemic. This slower growth is largely the result of the lower demand for multivitamins positioned for the immune system. Italians are no longer focusing on the immune system in such great numbers with the category losing momentum now that the pandemic is over. Nonetheless, while growth has slowed multivitamins still remains an important category wi...

Euromonitor International's Vitamins 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: Multivitamins, Single Vitamins.

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

Why buy this report?

- * Get a detailed picture of the Vitamins 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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VITAMINS IN ITALY

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Vitamin B benefiting from ageing population and consumers returning to their hectic lifestyles

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

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