

## **Weight Management and Wellbeing in Italy**

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

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### **Report description:**

Meal replacement is seeing moderate growth in current value and retail volume terms in 2023, with the category remaining the largest area of weight management and wellbeing in Italy. After having been negatively impacted by the impact of inflation on consumer purchasing power in 2022, the category is set to benefit from recovering demand in 2023, stimulated by the presence of price promotions. This strategy is being applied by meal replacement brands in order to attract more consumers and to hel...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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WEIGHT MANAGEMENT AND WELLBEING IN ITALY

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