

Health and Wellness in Italy

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Report description:

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

Euromonitor International's Health and Wellness in Italy report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

- * Get a detailed picture of the Health and Wellness 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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Table of Contents:

Health and Wellness in Italy
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List Of Contents And Tables

HEALTH AND WELLNESS IN ITALY

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

HW HOT DRINKS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressures influence purchasing decisions, but consumers remain keen to adopt healthier choices when it comes to hot drinks

Natural remains the key claim in 2023 as consumers turn their back on artificial ingredients

Health conscious consumers look to reduce their intake of sugar, fat, and caffeine

PROSPECTS AND OPPORTUNITIES

Italians expected to embrace natural, healthy and organic hot drinks options over the forecast period

Consumers going natural in search of a healthier lifestyle

Digestive health a growing concern in Italy as the country's population continues to age

CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SOFT DRINKS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on reducing their sugar intake in 2023 while energy boosting properties prove fruitful

Natural soft drinks retain their appeal among health conscious consumers in 2023

Dairy free claims gaining prominence while high protein soft drinks catch the eye of consumers and manufacturers

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PROSPECTS AND OPPORTUNITIES

Prevailing economic uncertainty likely to disrupt the performance of health and wellness soft drinks in the short term

Energy boosting claims likely to attract the attention of busy Italians

Sales of high fibre juice should benefit from Italy's ageing population

CATEGORY DATA

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SNACKS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Protein the buzzword in healthy eating

Gluten free snacks suffers a setback in 2023 as economic pressures limit sales opportunities

Rising levels of overweight and obesity push consumers to make healthier choices

PROSPECTS AND OPPORTUNITIES

Demand for plant-based, vegan, and dairy free ice cream set to rise

Insect-based snacks set to make a mark as consumers look for alternative protein sources

Digestive health coming into greater focus

CATEGORY DATA

Table 19 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW DAIRY PRODUCTS AND ALTERNATIVES IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegan dairy products and alternatives on the rise as consumers embrace plant-based diets

Lactose free claims prove popular in 2023 as players invest in new product development and innovation

High fibre and high protein claims proving popular as consumers look to ensure a complete nutrition

PROSPECTS AND OPPORTUNITIES

Parents likely to focus on healthier options for their children, but falling birth rate will remain an obstacle to growth

More consumers expected to ditch dairy in favour of plant-based alternatives

Digestive health likely to expand due to Italy's ageing population

CATEGORY DATA

Table 28 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

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Table 29 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 33 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW COOKING INGREDIENTS AND MEALS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic cooking ingredients and meals looks set for a bright future thanks to new law but sales stall in 2023 as economic pressures mount

Gluten free claims remain a key sales driver among health-conscious shoppers

Increasing health awareness benefits sales of no sugar and no salt products, while ethical concerns fuel demand for plant-based products

PROSPECTS AND OPPORTUNITIES

Italians take the sugar out of their spreads as obesity rates rise

Ferrero set to roll out plant-based Nutella to support those with dietary restrictions

Italy's ageing population likely to boost sales of immune support cooking ingredients and meals

CATEGORY DATA

Table 37 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW STAPLE FOODS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Italians look for a healthy slice of cake

Gluten free claims find favour in 2023 as consumers pursue healthier diets

Ageing Italian population helps stimulate demand for brain health and memory staple foods

PROSPECTS AND OPPORTUNITIES

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Pasta and bread evolving to deliver a wider range of healthier options
Italians are likely to become more sensitive about what goes into the food they eat with a strong focus on gluten and fibre
Growing obesity concerns likely to push consumers to make healthier choices for themselves and their families

CATEGORY DATA

- Table 46 Sales of Staple Foods by Health and Wellness Type: Value 2019-2023
- Table 47 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023
- Table 48 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 49 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 50 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 51 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 52 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 53 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028
- Table 54 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Italy

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