

Dietary Supplements in Italy

Market Direction | 2024-09-18 | 27 pages | Euromonitor

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Report description:

Dietary supplements is expected to see current value growth in Italy in 2024. Probiotics continues to represent a key segment within dietary supplements in the Italian market, confirming the status of such products as a primary focus for the health conscious consumer. Italians are aware of the role of probiotics for restoring the balance of the gastrointestinal system, especially after taking antibiotics or having a cold or flu, but also when suffering from gastrointestinal issues, such as diarr...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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KEY DATA FINDINGS

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Probiotics category matures as gut health awareness remains strong despite milder flu season

Women's focus on "beauty from within" drives demand for supplements promoting general health and visible wellbeing.

Economic uncertainty drives value conscious consumer shift towards cost effective and multifunctional supplements

PROSPECTS AND OPPORTUNITIES

Targeted solutions and holistic wellbeing to fuel future growth In the Italian dietary supplements category

Italian dietary supplements category prioritises longevity solutions targeting brain health, bone support, and convenient formats for ageing population

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OTC registration and classification

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