

Italy Nutraceuticals Industry Outlook to 2017 - Growing Demand from Fitness Conscious Population to Fortify Revenues

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Abstracts

The report titled “Italy Nutraceuticals Industry Outlook to 2017 - Growing Demand from Fitness Conscious Population to Fortify Revenues” provides a detailed analysis of the Nutraceuticals industry covering various aspects including market size of nutraceuticals, functional foods & beverages and dietary supplements segments in terms of revenues and market segmentation by types of products along with ongoing trends in the industry. The report also list major brands operating in the industry along with their market share. The future projections are included to provide an insight on the prospects in the Italy nutraceuticals industry.

Italy contributed ~% share in the global nutraceuticals industry revenues in 2012. The nutraceuticals sector in Italy has witnessed a robust growth over the years. The industry has largely benefitted from the shifting spending habits of the consumers. The purchase decisions of a large part of the populace, primarily consisting of the urban middle class consumers, are majorly driven by wellness trends. Italy has featured amongst the top five nations in the list of world’s healthiest countries over the years. This fact highlights the widespread high awareness levels regarding health and fitness amongst the masses. This is also substantiated by a low penetration of fast food in Italy as compared to its neighbor countries.

The fast paced life in the country has dispensed an increasing trend towards convenience seeking behavior, combined with a growing preferability of healthy food and diet amongst the people. As a result, the country has witnessed a rising demand for quick and convenient food with additional health benefits that fulfill the requirement of all the necessary nutrients. In particular, the consumption of food such as fortified milk and breakfast cereals have noted a continuous increase over the years. Additionally, fortified

snack and energy bars have also noticed increasing sales with a growing proportion of people seeking take-out options for on-the-go and at-home consumption.

The growing recognition of the importance of maintaining physical health amongst the masses has encouraged the sales of wellness linked functional food and nutritive drinks in Italy. Furthermore, the increasing variety of products providing condition-specific health benefits has also supported the revenues of the functional food and beverages market over the years. The functional food and beverages market registered revenues worth USD ~ million in 2012. A value growth of ~% was observed in 2012, where the proceeds inclined from USD ~ million in 2011.

Dietary supplements market in Italy was the largest in Europe in 2012 and accounted for ~% of the overall sales of nutritional supplements in Europe. The market for food supplements in Italy is mature and highly competitive. The performance of nutritional supplements market over the years has been resistant to economic difficulties as compared to other sectors. Growth, even though constrained compared to previous years, is linked to inclining consumer dedication towards maintaining a good health despite adverse economic situations.

The growth recorded by the nutraceuticals sector in recent years has begun to showcase signs of a slowdown owing to the economic crisis and new regulatory framework. This has raised a number of difficulties for both the businesses and consumers. However, the past growth trend of the market confirms the consumer confidence to support the positive outlook for the sector in the coming years.

KEY TOPICS COVERED IN THE REPORT

The market size of the Italy Nutraceuticals industry on the basis of revenues.

The market size of Italy functional foods & beverages market on the basis of revenues

The market size of Italy dietary supplements market on the basis of revenues

Market segmentation of the Italy Nutraceuticals industry on the basis of types of products and distribution

Market segmentation of the Italy functional foods & beverages market on the basis of value and volume sales of different types of products

Market segmentation of the Italy dietary supplements market on the basis of distribution

Competitive landscape, brand shares of the major players in the Italy functional foods & beverages and dietary supplements market

Government Rules and Regulation

Trends and Developments prevailing in the Italy Nutraceuticals industry

Future outlook and projections of the Italy Nutraceuticals industry on the basis of revenues

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