

# Consumer Health in Italy

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## Abstracts

Consumer health is set to record moderate single-digit growth in current value terms in 2023. With the pandemic officially over, according to the World Health Organisation (WHO), Italians are keen to get back to their pre-COVID-19 lifestyles and this is having a mixed impact on demand for consumer health. The high inflation seen in 2022 has continued into 2023, although according to the Italian National Institute of Statistics it is gradually slowing. Nonetheless, this high inflation has led to...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

Get a detailed picture of the Consumer Health 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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