

ESI SpA in Consumer Health (Italy)

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Abstracts

ESI is expected to continue to focus on innovation in the forecast period. The company is likely to seek to offer niche herbal/traditional dietary supplements that are otherwise not widely available, while also seeking to offer more mainstream products that are easy and pleasant to use. This is likely to result in more compact sachet products that can be consumed with water or alone and that offer pleasant flavours such as dulce de leche or blueberry.

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

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