

Fortified/Functional Packaged Food in Italy

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Abstracts

One of the trends that strengthened upon the advent of the pandemic is the propensity to consume more 'functional' foods, such as fermented foods and probiotics as these are true allies for the health of the intestinal microbiota - where 70% of the immune system is located. Immune-boosting foods are nothing new, but a growing number of people started paying greater attention to their eating habits during the pandemic to improve their general health and wellbeing and protect themselves from the m...

Euromonitor International's Fortified/Functional Packaged Food 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food 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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FORTIFIED/FUNCTIONAL PACKAGED FOOD IN ITALY

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Consumers continue to seek healthier options even within staple breakfast foods

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