

# 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.

## Contents

### FORTIFIED/FUNCTIONAL PACKAGED FOOD IN ITALY

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Greater demand for functional foods with enhanced yoghurt drinks becoming particularly popular through immunity-boosting properties

FF gum reverses negative decline thanks to greater opportunity for on-the-go consumption

Consumers continue to seek healthier options even within staple breakfast foods

#### PROSPECTS AND OPPORTUNITIES

COVID-19 will lead to greater demand for immunity

FF pasta to see strong demand as innovations in production enhance the nutritional benefits of such products

FF snack bars to see increasing demand as out-of-home consumption rises

#### CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Chocolate Confectionery: % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 8 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2016-2021

Table 9 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 10 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 11 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 12 LBN Brand Shares of Fortified/Functional Bread: % Value 2018-2021

Table 13 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 14 Forecast Sales of Fortified/Functional Packaged Food by Category: Value

2021-2026

Table 15 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN ITALY

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 16 Sales of Health and Wellness by Type: Value 2016-2021

Table 17 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 18 Sales of Health and Wellness by Category: Value 2016-2021

Table 19 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 20 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 21 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 22 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 23 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 24 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 25 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 26 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 28 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 29 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 30 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 31 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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