



Euromonitor
International

Herbal/Traditional Products in Italy

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional dietary supplements category navigates accessible healthcare and cost-conscious consumers in the post-COVID-19 period
Herbal/traditional products sees fluctuations in stress-related products, while cognitive support soars
Fragmented competitive landscape as consumers show trust in small, family-run businesses

PROSPECTS AND OPPORTUNITIES

Natural trend set to see further development as Italian consumers seek herbal options across multiple segments
Pharmaceutical companies increasingly leveraging herbal lines to compete in expanding wellness market
Economic downturn could create landscape for growth as consumers seek budget-friendly natural solutions.

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Consumer Health in Italy - Industry Overview

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DISCLAIMER

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