



Sports Nutrition in Italy

September 2023

Table of Contents

Sports Nutrition in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sports nutrition thriving as the pandemic comes to an end

Unit prices continue to rise providing a further boost to value sales

Sports protein products benefit from the popularity of high-protein food among those looking to lose weight and stay fit

PROSPECTS AND OPPORTUNITIES

Sales expected to benefit from the growing attention of Italians on preventative health and the importance of physical exercise

Retail e-commerce set to remain the most popular distribution channel, but players are looking to reach more channels as demand grows

Sports nutrition set to increasingly target women, while plant-based products continue to receive growing interest

CATEGORY DATA

Table 1 - Sales of Sports Nutrition by Category: Value 2018-2023

Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Consumer Health in Italy - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023

Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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