

# Health and Wellness in Italy

July 2024

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## Health and Wellness in Italy

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in Italy

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic pressures influence purchasing decisions, but consumers remain keen to adopt healthier choices when it comes to hot drinks  
Natural remains the key claim in 2023 as consumers turn their back on artificial ingredients  
Health conscious consumers look to reduce their intake of sugar, fat, and caffeine

#### PROSPECTS AND OPPORTUNITIES

Italians expected to embrace natural, healthy and organic hot drinks options over the forecast period  
Consumers going natural in search of a healthier lifestyle  
Digestive health a growing concern in Italy as the country's population continues to age

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Consumers focus on reducing their sugar intake in 2023 while energy boosting properties prove fruitful  
Natural soft drinks retain their appeal among health conscious consumers in 2023  
Dairy free claims gaining prominence while high protein soft drinks catch the eye of consumers and manufacturers

#### PROSPECTS AND OPPORTUNITIES

Prevailing economic uncertainty likely to disrupt the performance of health and wellness soft drinks in the short term  
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Rising levels of overweight and obesity push consumers to make healthier choices

#### PROSPECTS AND OPPORTUNITIES

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High fibre and high protein claims proving popular as consumers look to ensure a complete nutrition

#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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Ageing Italian population helps stimulate demand for brain health and memory staple foods

#### PROSPECTS AND OPPORTUNITIES

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