

Weight Management and Wellbeing in Italy

September 2023

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Weight Management and Wellbeing in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Meal replacement remains the key growth driver within weight management and wellbeing

Consumers losing faith in the efficacy of weight loss supplements

Supplement nutrition drinks see stable demand despite unit price growth

PROSPECTS AND OPPORTUNITIES

Growing focus on healthier diets and healthy living likely to have a mixed impact on sales of weight management and wellbeing Meal replacement will remain the most important category despite an expected drop in sales OTC obesity likely to continue struggling

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DISCLAIMER

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