



**Euromonitor
International**

HW Snacks in Italy

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Italy's healthy snacking culture is developing

INDUSTRY PERFORMANCE

- Growing preference for high protein and low sugar snacks
- Gluten free products expand in snacks
- High-fibre snacking gains popularity

WHAT'S NEXT

- Protein trend will evolve across more snack categories
- Growth potential for gluten free snacks
- Bright outlook for high fibre snacks

CATEGORY DATA

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Health and Wellness in Italy - Industry Overview

EXECUTIVE SUMMARY

Rising health awareness drives expansion of claims

INDUSTRY PERFORMANCE

- Italian consumers invest to support health
- Protein trend gains prominence

WHAT'S NEXT

Economic recovery to propel growth of health and wellness

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