



**Euromonitor
International**

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
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Health-related deaths
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Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Italy

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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
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Dairy free claims gaining prominence while high protein soft drinks catch the eye of consumers and manufacturers

PROSPECTS AND OPPORTUNITIES

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