

Vitamins in Italy

September 2023

Table of Contents

Vitamins in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multivitamins posting moderate growth with demand shifting to products positioned to boost energy levels
Sales of vitamin C continue to decline due to a lower focus on immunity
Vitamin B benefiting from ageing population and consumers returning to their hectic lifestyles

PROSPECTS AND OPPORTUNITIES

Mixed results expected from vitamins as consumer priorities change
Multivitamins position for general health expected to recover
E-commerce set to continue to gaining share in the distribution of vitamins

CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2018-2023
Table 2 - Sales of Vitamins by Category: % Value Growth 2018-2023
Table 3 - Sales of Multivitamins by Positioning: % Value 2018-2023
Table 4 - NBO Company Shares of Vitamins: % Value 2019-2023
Table 5 - LBN Brand Shares of Vitamins: % Value 2020-2023
Table 6 - Forecast Sales of Vitamins by Category: Value 2023-2028
Table 7 - Forecast Sales of Vitamins 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 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 18 - 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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