



# Herbal/Traditional Products in Italy

September 2024

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## Herbal/Traditional Products in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Herbal/traditional dietary supplements category navigates accessible healthcare and cost-conscious consumers in the post-COVID-19 period

Herbal/traditional products sees fluctuations in stress-related products, while cognitive support soars

Fragmented competitive landscape as consumers show trust in small, family-run businesses

#### PROSPECTS AND OPPORTUNITIES

Natural trend set to see further development as Italian consumers seek herbal options across multiple segments

Pharmaceutical companies increasingly leveraging herbal lines to compete in expanding wellness market

Economic downturn could create landscape for growth as consumers seek budget-friendly natural solutions.

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