



# HW Snacks in Italy

July 2024

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#### 2023 DEVELOPMENTS

Protein the buzzword in healthy eating

Gluten free snacks suffers a setback in 2023 as economic pressures limit sales opportunities

Rising levels of overweight and obesity push consumers to make healthier choices

#### PROSPECTS AND OPPORTUNITIES

Demand for plant-based, vegan, and dairy free ice cream set to rise

Insect-based snacks set to make a mark as consumers look for alternative protein sources

Digestive health coming into greater focus

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Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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