



**Euromonitor
International**

Health and Wellness in Italy

January 2026

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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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HW Hot Drinks in Italy

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional and natural claims attract consumers

INDUSTRY PERFORMANCE

Health claims attract consumers despite higher prices
Natural claims remain a major draw
Other hot drinks struggle against high sugar content

WHAT'S NEXT

Functional trend to gain momentum
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HW Soft Drinks in Italy

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers are responsive to a variety of health claims

INDUSTRY PERFORMANCE

Energy boosting and protein claims gain traction
Natural is losing appeal to more sophisticated claims
Strong developments in 'good source of minerals' claims

WHAT'S NEXT

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[HW Snacks in Italy](#)

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

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[HW Dairy Products and Alternatives in Italy](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Focus on high protein and functional claims
Lactose free cheese continues to gain popularity
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[HW Cooking Ingredients and Meals in Italy](#)

KEY DATA FINDINGS

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Diverse range of health claims

INDUSTRY PERFORMANCE

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HW Staple Foods in Italy

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong preference for healthier alternatives

INDUSTRY PERFORMANCE

- Health awareness continues to rise in Italy
- Gluten free claims lead in staple foods
- High fibre is key health and wellness claim

WHAT'S NEXT

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