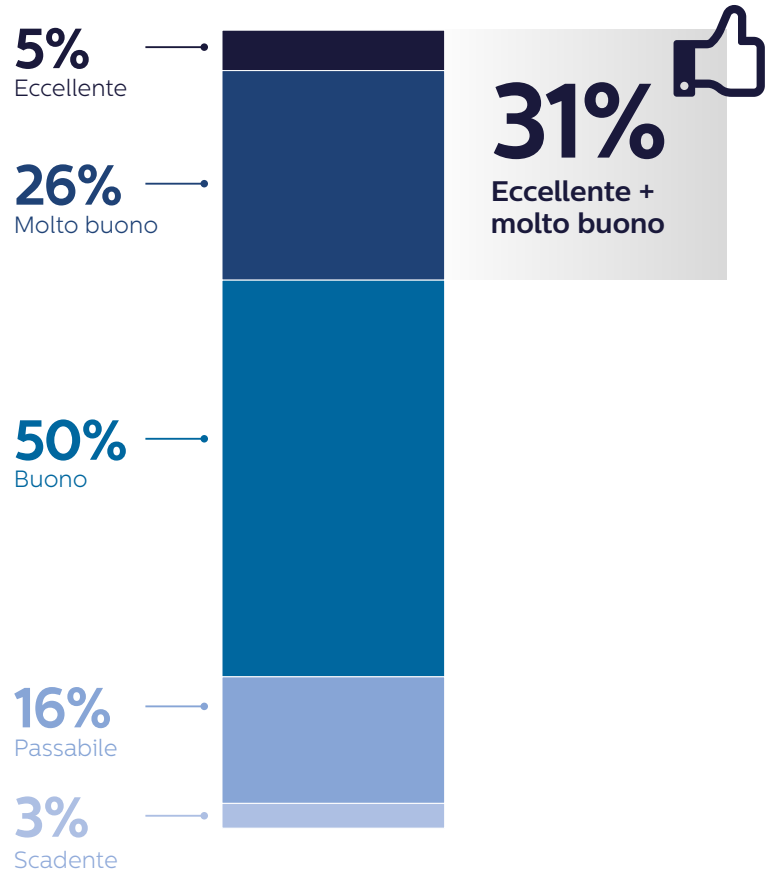
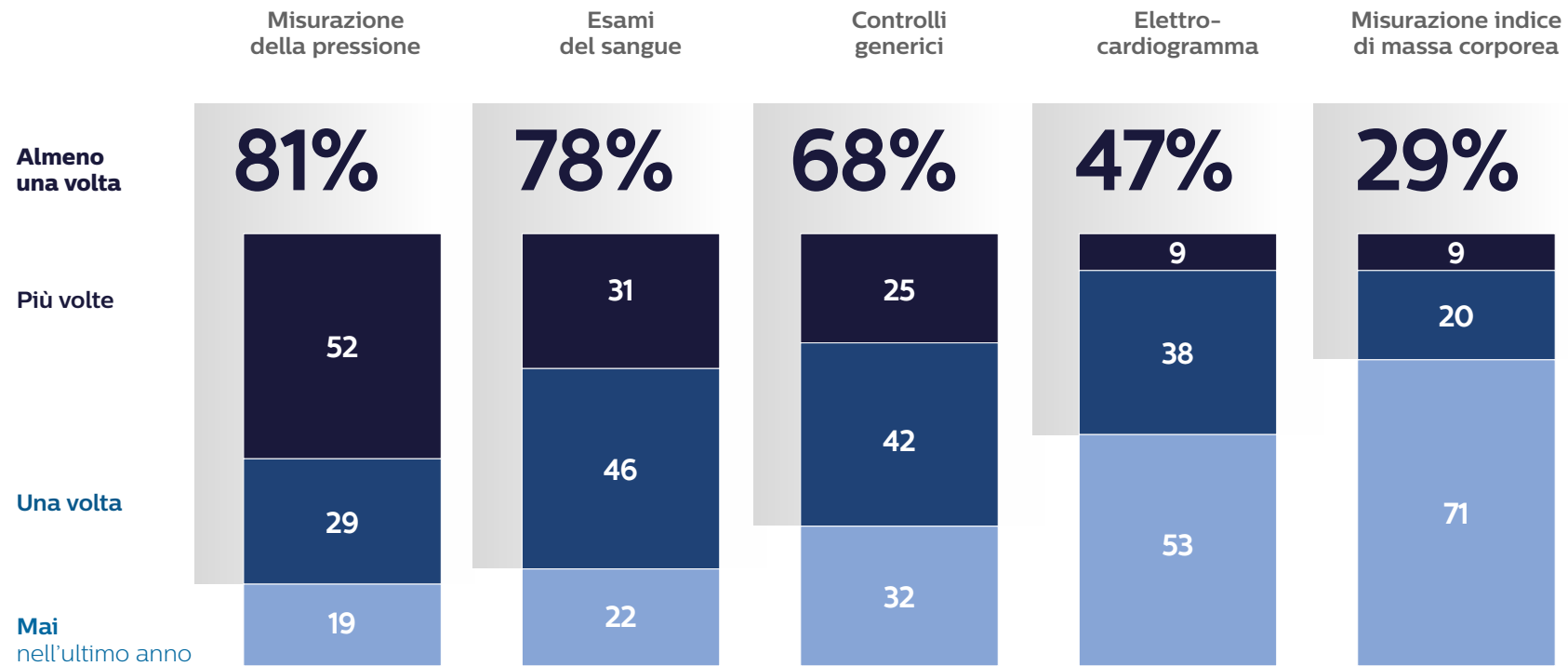


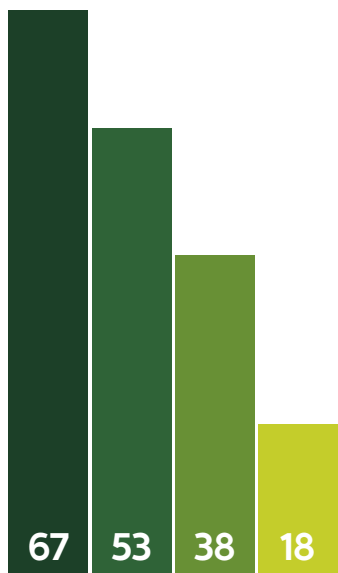
Spesa complessiva 2018* **43 miliardi €**



*Non include la spesa per l'acquisto di prodotti cosmetici

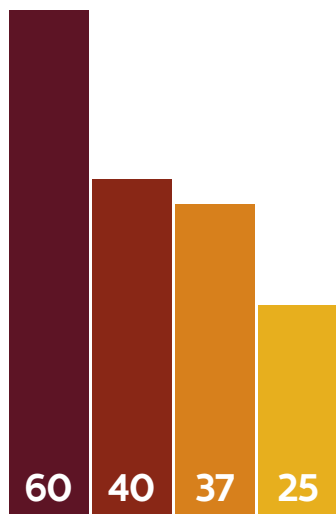






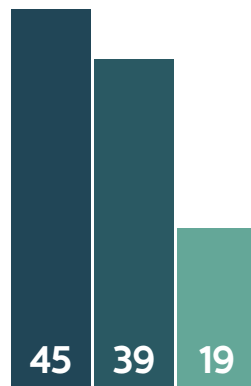
PRODOTTI ERBORISTICI (NET)

- Tisane
- Semi (di zucca, lino...)
- Prodotti erboristici



INTEGRATORI (NET)

- Integratori alimentari
- Vitamine
- Sali minerali



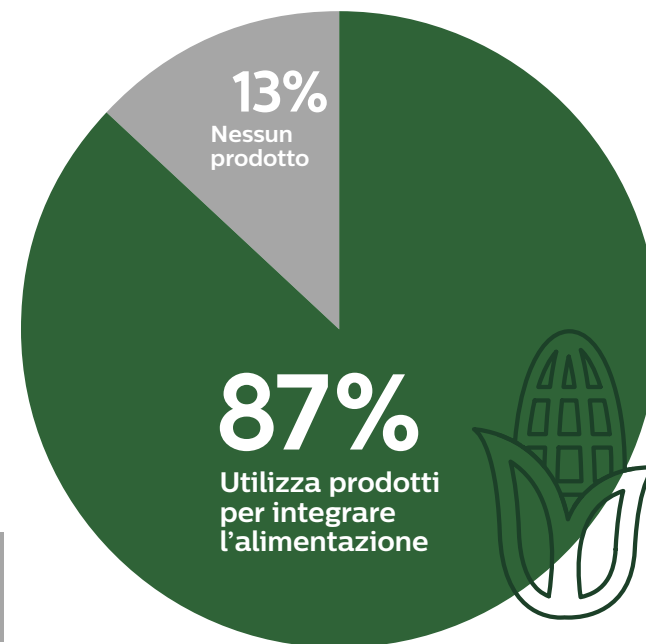
PROBIOTICI (NET)

- Fermenti lattici
- Probiotici

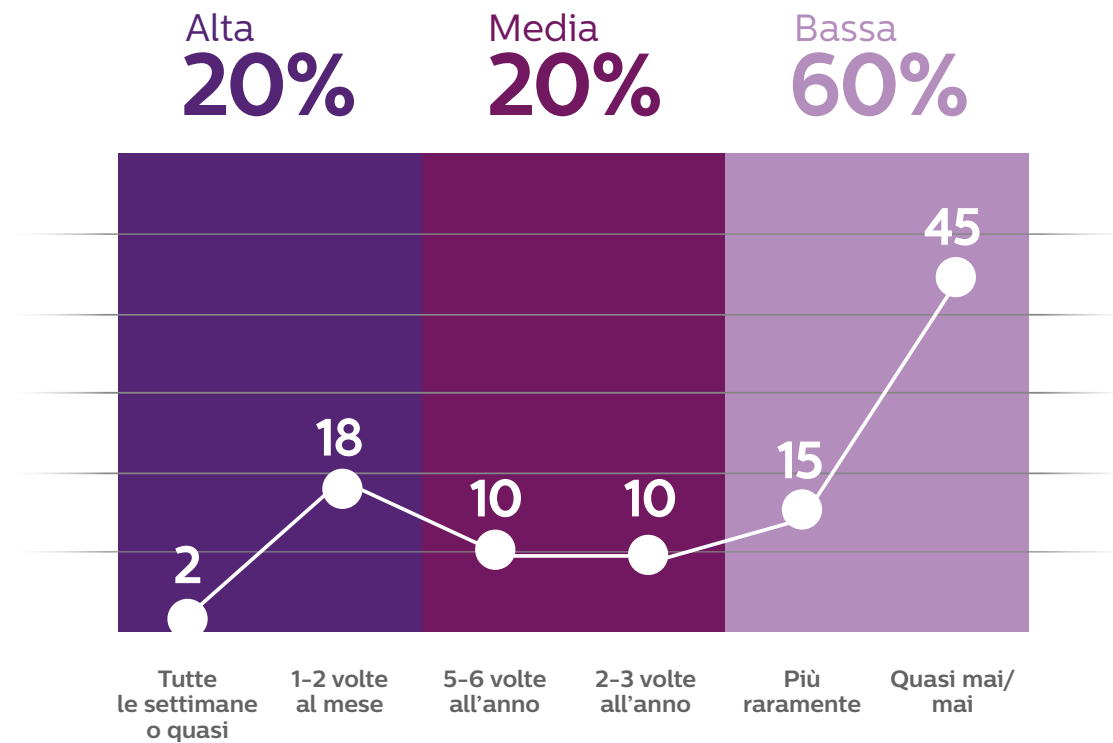


ACQUE FUNZIONALI

- Altri prodotti
- Nessun prodotto



Rispondenti: 4000



Il **55%** si rivolge ai centri estetici

24% —
Tutti i giorni
o quasi

28% —
3-4 volte
a settimana

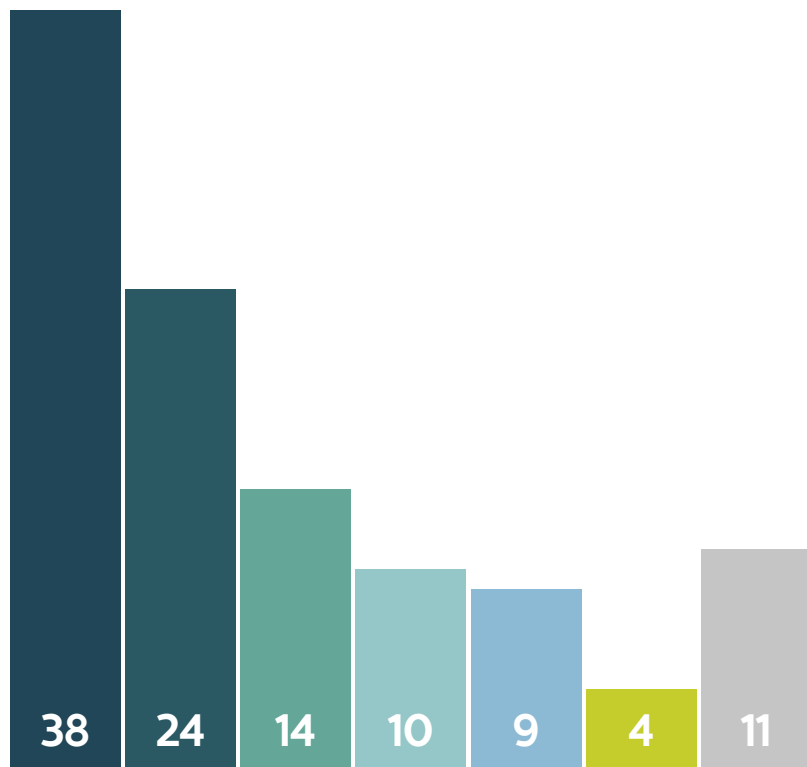
26% —
1-2 volte
a settimana

15% —
Più raramente

7% —
Quasi mai/mai



78%
Pratica attività
fisica regolarmente



- Tisane
- Integratori alimentari
- Prodotti erboristici
- Prodotti omeopatici
- Farmaci
- Prodotti fitoterapici
- Altri rimedi

