

## Creating a world where health and innovation in health industry is taken as the first priority

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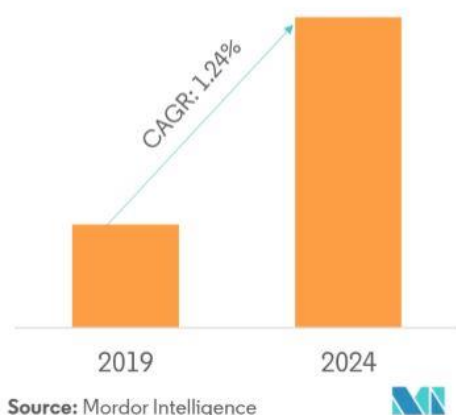
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[Food Chemistry Congress 2020](#) will make the ideal stage for the speakers and delegates as it unites famous speakers, analysts, [Nutritionists](#), Food Researchers and business people over the globe to a generally energizing and important logical occasion loaded up with a lot of Oral Presentation sessions, and poster presentations from world class researchers. 3rd European [Food Chemistry](#) and Drug Safety Congress is scheduled during April 22-23, 2020 at [Florence, Italy](#).

### Market Analysis

Sports nutrition consumers in Italy are becoming increasingly educated about the different types of products available and their aims. While, initially, consumers' main concerns were to build up muscle and hence they opted for [sports protein](#), they are now becoming increasingly aware of the efficacy of products positioned for energy increase, endurance, recovery and strength. In Italy foodservice market is likely to witness a CAGR of 1.24% during the forecast period (2019 - 2024).

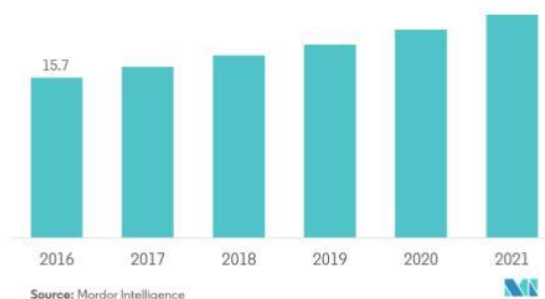
Italy Foodservice Market-  
Summary



Continuous growth in brands franchising, increased demand for healthier and quality food, and booming digital commercialization are few factors augmenting the

foodservice market in Italy. Further, it is supplemented by active tourists; Italy remains the third largest foodservice market in Europe. Many companies are investing to launch their outlets in the country. For instance, in 2018, the giant player, Starbucks Coffee Company, launched its first outlet in the country. With the growing urbanization and improved lifestyle, Italians increasingly prefer wine over other alcoholic drinks, uplifting the business for wine bars in the country.

Food Service Market: Revenue in USD billion, Cafes/ Bars, Italy, 2016-2021



The increasing frequency of Italians for eating out is majorly benefitting the foodservice sector of the country. According to FIPE, around 39 million Italians ate out in 2016, which accounted for 35.3% of the total revenue generated by food consumption in the country. The majority comprised of 34 million consumers eating lunch out on weekdays while the number of people dining out for dinner remained around 2 million. [Italy](#) holds more catering enterprises per square km when compared to any other country in the world, portraying a flourishing foodservice market in the country.

Throughout the last 10 to fifteen years, deals within the worldwide [Nutrition](#) supplements market have seen an exceptional spike. This has sceptor numerous new players to venture into the business with things that guarantee to be the remedy for youth, wellbeing, and importance. As indicated by the appraisals of the Nutrition Business Journal report, the worldwide

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[Nutrition](#) and supplements market remained at US\$96 billion beginning 2012. Once a year, it absolutely was around US\$104 billion all comprehensive. The Australian nutraceutical market is segmental into 2 major classes, like sort and application. The phytochemicals and plant extracts are the highest 2 classes underneath the sort phase. Supported application phase, the practical drinkable is that the largest phase, with concerning 12 months market share, followed by [practical food](#) and dietary supplements. The Australia nutraceuticals market is calculable to register a CAGR of seven.5%, throughout 2017-2022. Currently, the value is around USD eight.59 billion and is anticipated to succeed in USD twenty billion,

by 2022. Australia is a longtime marketplace for nutraceuticals within the Asia-Pacific region that contributed to concerning five-hitter of the worldwide nutraceutical market in 2016. This increases the prevalence of chronic diseases and therefore the aging sociology by presenting opportunities for the nutraceutical business

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