

Weight Management and Wellbeing in Australia

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Meal replacement products lose favour amidst competition from other categories
Social media campaigning a blueprint for success in a digital era
New flavours and plant-based options introduced to maintain consumers' interest

PROSPECTS AND OPPORTUNITIES

Consumers expected to gradually shift to other forms of weight and diet management
Overall health of Australians expected to worsen over the forecast period
Weight management and wellbeing an important tool for the ageing population

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

Consumer Health in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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