

# Weight Management and Wellbeing in Egypt

September 2023

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## Weight Management and Wellbeing in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising demand, however, sales are challenged during a time of economic strain  
Increase in demand for weight management products driven by social media platforms  
Growing competition from substitutes challenges sales of weight management and wellbeing

#### PROSPECTS AND OPPORTUNITIES

Egyptians suffer from unhealthy lifestyles, with room for diets to be improved  
The landscape is highly competitive, leading to price wars and consumer comparisons  
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### DISCLAIMER

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