

Weight Management and Wellbeing in Mexico

October 2023

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Weight Management and Wellbeing in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Setbacks suffered by key direct sellers significantly impact category sales
Supplement nutrition drinks remains relevant, catering for specific nutritional needs
“Miracle products” taint the reputation of weight management and wellbeing

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Mexicans increasingly willing to lose weight through exercise and nutrition
Nutritional guidance and access to gyms are more accessible than ever
Direct sellers must improve communication with consumers to recover momentum

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