

# Weight Management and Wellbeing in Brazil

March 2024

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## Weight Management and Wellbeing in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased synergies with other industries and the search for practical health drive growth

Herbalife continues to lose ground in the Brazilian market

New communication channels are resumed, and e-commerce continues to advance

#### PROSPECTS AND OPPORTUNITIES

Increase in obesity expands growth potential in the forecast period

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