



Weight Management and Wellbeing in the Philippines

October 2023

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Weight Management and Wellbeing in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

OTC obesity, slimming teas and meal replacement continue to gain ground
New product development and marketing crucial in weight management and wellbeing
Cultural factors motivate Philippine women to maintain a healthy weight

PROSPECTS AND OPPORTUNITIES

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Broader range of products likely to result in an expansion of the consumer base
Popularity of holistic approach to weight loss presents challenges and opportunities

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