



Weight Management and Wellbeing in Ukraine

October 2024

Table of Contents

Weight Management and Wellbeing in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unhealthy lifestyle habits fuelling demand for weight management and wellbeing
Weight loss supplements remain on top thanks to strong product range and widespread availability
Herbalife remains on top but the competition is becoming increasingly fragmented

PROSPECTS AND OPPORTUNITIES

Growing desire to look and feel good expected to underpin category growth over the forecast period
Meal replacement set to benefit from convenience and increased competition
Direct selling and e-commerce set to be key channels in the future of weight management and wellbeing

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2019-2024
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

Consumer Health in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2019-2024
Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024
Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

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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