

Weight Management and Wellbeing in Spain

September 2023

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Weight Management and Wellbeing in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic framework hinders stronger performance in 2023
Obesity rates continue rising, supporting further demand for weight loss supplements
New references add interest, while Herbalife continues to lose share

PROSPECTS AND OPPORTUNITIES

Economic outlook likely to influence consumers' purchasing decisions, but demand will remain for some products
Increasing competition from sports protein products and more holistic approach to weight management
Spaniards show significant interest in the "magic" weight loss jab

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DISCLAIMER

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