

# Weight Management and Wellbeing in the US

September 2023

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## Weight Management and Wellbeing in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Weight management and wellbeing sees a boost to current value growth, while volumes decline due to headwinds  
Multibenefit protein products win, as consumers place greater value on “looking healthy”  
Developments in weight loss drugs pose an increasing threat to the performance of weight management and wellbeing

#### PROSPECTS AND OPPORTUNITIES

Personalised services and applications will help appeal to a variety of health-conscious consumers  
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### DISCLAIMER

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