

Weight Management and Wellbeing in Denmark

September 2023

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Weight Management and Wellbeing in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value sales of weight management increase in 2023 The competitive landscape remains stable, with Nutricia still on top E-commerce and direct selling are significant channels for weight management products

PROSPECTS AND OPPORTUNITIES

Modest current value growth for over the counter obesity over the forecast period Increasing competition likely from products such as protein bars E-commerce will continue to grow at a healthy pace

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DISCLAIMER

DEFINITIONS

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