

Weight Management and Wellbeing in Thailand

January 2024

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Weight Management and Wellbeing in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to new normal sees consumers striving to shed excess weight Ageing population stimulates demand for supplement nutritional drinks Fibre supplements gain traction

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Aging population to influence demand Competition expected to intensify as new players continue to enter the market Hectic lifestyles will encourage growth of e-commerce

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DISCLAIMER

DEFINITIONS

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