

Weight Management and Wellbeing in Hungary

October 2023

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Weight Management and Wellbeing in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation and adoption of more holistic weight loss methods weaken demand Weight loss supplements is the best performing category

BioTech USA extends its overall lead

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Obesity concerns and rising image-consciousness will remain key demand drivers

Frequent new launches should help to maintain consumer interest

Busy lifestyles likely to mitigate threat from alternative weight loss methods

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DISCLAIMER

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