

Weight Management and Wellbeing in Costa Rica

September 2023

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Weight Management and Wellbeing in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ozempic injections have become a weight-loss method for high income consumers Weight management products are back in fashion and more visible Slimming teas are purchased in modern retailers, limiting sales for direct sellers

PROSPECTS AND OPPORTUNITIES

Nutritionists recommendations set to drive sales from higher income consumers Supplement nutritional drinks will see greater flavour variety and innovation Blurring lines between weight loss and sports nutritional products will continue

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DISCLAIMER

DEFINITIONS

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