

Weight Management and Wellbeing in the Netherlands

September 2023

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Weight Management and Wellbeing in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing awareness of obesity-related health issues boosts demand while higher prices push up retail value sales Major grocery retailer places greater focus on weight management in-store YFood Labs gains traction through modern positioning and visible distribution

PROSPECTS AND OPPORTUNITIES

Rising sales and visibility of weight management and wellbeing products Limitations on weight loss supplements' growth potential Lifestyle brands are expected to gain momentum

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DISCLAIMER

DEFINITIONS

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