

# Weight Management and Wellbeing in Slovenia

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rising rates of obesity increase the consumer base for weight management products

Sales benefit following limited socialising and activities seen during COVID-19

Herbalife Nutrition retains its lead of the landscape, offering flavour variety

### PROSPECTS AND OPPORTUNITIES

Solid growth boosted by the lack of motivation to make lifestyle changes

Weight loss supplements record positive results, while some consumers choosing natural products

E-commerce sales continue to rise as consumers appreciate choice and convenience

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