

Weight Management and Wellbeing in Austria

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressures put a dent in sales of weight management and wellbeing in 2023

Slimming teas seen as a more natural aid to weight loss

E-commerce and direct selling benefit from the leading role of

PROSPECTS AND OPPORTUNITIES

Growing awareness of the importance of maintaining a healthy weight likely to support demand for weight management and wellbeing

Meal replacement should benefit from improved recipes while other categories are likely to stagnate

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