

Weight Management and Wellbeing in Australia

September 2023

Table of Contents

Weight Management and Wellbeing in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Meal replacement products lose favour amidst competition from other categories

Social media campaigning a blueprint for success in a digital era

New flavours and plant-based options introduced to maintain consumers' interest

PROSPECTS AND OPPORTUNITIES

Consumers expected to gradually shift to other forms of weight and diet management

Overall health of Australians expected to worsen over the forecast period

Weight management and wellbeing an important tool for the ageing population

CATEGORY DATA

- Table 1 Sales of Weight Management and Wellbeing by Category: Value 2018-2023
- Table 2 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023
- Table 4 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023
- Table 5 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028
- Table 6 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

Consumer Health in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023
- Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

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