



Euromonitor
International

Weight Management and Wellbeing in Greece

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Focus on health and wellbeing supports sales of weight management and wellbeing
Herbalife International increases its share to be the most dynamic player in 2025
Direct selling and retail e-commerce lead as consumers prioritise convenience and variety

PROSPECTS AND OPPORTUNITIES

Holistic wellness is expected to influence the future of weight management and wellbeing in Greece
Digital personalisation is expected to become a key feature within weight management
Tailored nutrition and a lifestyle focus is set to drive a transformation in weight management and wellbeing

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