



Weight Management and Wellbeing in Germany

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Weight management and wellbeing shows growth driven by functional nutrition

Meal replacement leads as convenient nutrition replaces traditional diet products

GLP-1 therapies and protein mainstreaming redefine weight management in Germany

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

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Protein expansion and GLP-1 companion products to drive future growth

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