

Weight Management and Wellbeing in Portugal

September 2023

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Weight Management and Wellbeing in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite importance of self-image sales of weight management are in decline as economic concerns grow Consumers switching from OTC obesity to RX Has EasySlim lost its novelty value?

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More holistic approach to weight management could negatively impact sales Rising competition from sports nutrition and high protein packaged food Concerns over self-image should support sales in some areas

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