

Weight Management and Wellbeing in Brazil

March 2024

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Weight Management and Wellbeing in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased synergies with other industries and the search for practical health drive growth Herbalife continues to lose ground in the Brazilian market New communication channels are resumed, and e-commerce continues to advance

PROSPECTS AND OPPORTUNITIES

Increase in obesity expands growth potential in the forecast period Fast demographic changes will contribute to the transformation of the Brazilian market Developments in weight loss medications may pose an increasing threat to weight management and wellbeing

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DISCLAIMER

DEFINITIONS

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