

Weight Management and Wellbeing in Croatia

September 2023

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Weight Management and Wellbeing in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth potential with high obesity rates and poor diets Sedentary lifestyles and weight gain during the pandemic provide opportunities for players Further growth hampered by price sensitivity and economic instability

PROSPECTS AND OPPORTUNITIES

Growth as consumers look for easy weight loss solutions High price of weight loss supplements may limit their growth E-commerce sales to exceed those of chemists/pharmacies thanks to convenience and wide product range

CATEGORY DATA

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Consumer Health in Croatia - Industry Overview

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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