

Weight Management and Wellbeing in Peru

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Abbot Laboratorios maintains its lead, thanks to the ongoing success of Ensure in supplement nutrition drinks
An overweight population leads to higher risk of diabetes
Consumers are seen to value clean labels in healthy packaged food, in turn influencing weight management trends

PROSPECTS AND OPPORTUNITIES

Rx solutions to treat diabetes reduce growth outlook for weight loss supplements
Social media trends define modern options, leaving traditional methods looking old-fashioned
Weight management and wellbeing products are highly dependent on promotions and offers

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