



**Euromonitor
International**

Weight Management and Wellbeing in Indonesia

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Online-first brands and beauty-led positioning support resilient growth

Meal replacements strengthen leadership through sachet affordability

Self-directed weight management gains momentum through digital engagement

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Sachet-based meal replacement expected to sustain steady long-term expansion

Digital channels set to accelerate growth in self-directed solutions

Trust, regulatory compliance and beauty positioning to shape future success

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Established brands retain leadership as fragmentation intensifies

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Direct selling sustains leadership as consumers seek guidance and accessibility

Amway and Herbalife strengthen position through wellness-focused ecosystems

Retail e-commerce faces slowdown as physical retail regains momentum

Chart 1 Retail Channels 2021-2026

PRODUCTS

Programme-based routines and herbal formulations steer innovation

Nutrition drinks and herbal detox lines lead recent launches

Volume gains outpace value as premiumisation stays limited

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/weight-management-and-wellbeing-in-indonesia/report.