

Weight Management and Wellbeing in Romania

September 2023

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Weight Management and Wellbeing in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health awareness supporting consumer interest and shaping demand

Shift in beauty standards boosting demand

Herbalife retains lead

PROSPECTS AND OPPORTUNITIES

Expanding consumer base provides opportunities, though prices may be an impediment to growth

New product developments and social media to boost demand

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DISCLAIMER

DEFINITIONS

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