

Weight Management and Wellbeing in Hong Kong, China

February 2024

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## Weight Management and Wellbeing in Hong Kong, China - Category analysis

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Korean weight management brands gain traction Natural ingredients continue to attract consumer attention Consumers remain focused on weight control as health awareness rises

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Shift towards healthier diets set to stifle overall category growth Declining birth rates and ageing population will support sales of supplement nutrition drinks E-commerce set to see further growth in weight management and wellbeing

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## DEFINITIONS

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