



Euromonitor
International

Weight Management and Wellbeing in Hungary

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of weight management and wellbeing products rise as consumers seek effective solutions

BioTech USA Kft boost its leading presence in weight management and wellbeing

Retail e-commerce gains momentum as convenience impacts distribution

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Weight management and wellbeing is set for moderate growth, driven by innovation and natural trends

AI-driven tools and new product formats to shape the future of weight management and wellbeing

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