

Weight Management and Wellbeing in Saudi Arabia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnation for weight management and wellbeing as the peak of demand eases
Fierce competition from products outside of weight management and wellbeing
Cambridge Weight Plan leads the way, but strong development from other players

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Rising awareness of maintaining a healthy weight set to spur growth
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Outlet growth for pharmacies will ensure it remains the leading distribution channel

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