

# Weight Management and Wellbeing in New Zealand

October 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High obesity rates drive growth in weight management and wellbeing, with supplement nutrition drinks leading the way  
Meal replacements continue to decline, despite wide product variety, while weight loss supplements retain their appeal  
Strong competition from sports nutrition places pressure on sales

### PROSPECTS AND OPPORTUNITIES

High obesity levels will sustain demand for weight management and wellbeing products  
Ageing population presents opportunity for supplement nutrition drinks  
Weight management products will face growing competition from other products targeting a similar demographic

### CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023  
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023  
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023  
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028  
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

## Consumer Health in New Zealand - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023  
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

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### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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