

Weight Management and Wellbeing in the US

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Weight management and wellbeing sees a boost to current value growth, while volumes decline due to headwinds
Multibenefit protein products win, as consumers place greater value on “looking healthy”
Developments in weight loss drugs pose an increasing threat to the performance of weight management and wellbeing

PROSPECTS AND OPPORTUNITIES

Personalised services and applications will help appeal to a variety of health-conscious consumers
Complementing consumers' interest in clinical approaches to weight loss through continued plant-based demand
Developments in weight loss supplements regulation will be a key factor in the coming years

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