



Euromonitor
International

Weight Management and Wellbeing in US

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Prescription weight loss solutions reshape weight management and wellbeing

Legacy brands retreat as consumers abandon conventional meal plans

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Chart 2 Value Sales by Category 2026

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Novo Nordisk and Eli Lilly will continue to drive prescription shift, driving meal replacement decline

Protein-rich supplement nutrition drinks to drive demand from GLP-1 users and the older population

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Chart 2 Forecast Value Sales by Category 2026-2031

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Danone Huel acquisition and expansion set to be important and potentially disrupt incumbents

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Retail e-commerce leads as subscription and digital engagement reshape the channel mix

Huel and Soylent accelerate e-commerce leadership through direct-to-consumer models

Direct selling and community-led models retain relevance as offline retail declines

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Plant-based and functional formulations anchor recent launches

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COUNTRY REPORTS DISCLAIMER

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