

## **Weight Management and Wellbeing in Canada**

Market Direction | 2022-09-20 | 26 pages | Euromonitor

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### **Report description:**

Weight management and wellbeing in Canada is expected to continue to post strong current retail value growth in 2022 in the wake of the COVID-19 pandemic. Category growth will predominantly be driven by the popularity of supplement nutrition drinks, driven by the Ensure and Boost brands. The drinks are viewed as safe products and a convenient way for Canadians to supplement nutritional needs. These products have become increasingly popular among older Canadians looking to fill nutritional gaps s...

Euromonitor International's Weight Management and Wellbeing in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Meal Replacement, OTC Obesity, Slimming Teas, Supplement Nutrition Drinks, Weight Loss Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Weight Management and Wellbeing market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

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Weight management and wellbeing continues to struggle as consumers prefer fresh meals

The popularity of Ensure helps Abbott Laboratories remain in pole position

E-commerce gains ground in 2022 but remains a small distribution channel

#### PROSPECTS AND OPPORTUNITIES

A return to on-the-go consumption and desire to shed lockdown weight will benefit the category in the short to medium term

Growing demand among older consumers will support category growth

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