

Weight Management and Wellbeing in Georgia

Market Direction | 2022-10-11 | 23 pages | Euromonitor

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Report description:

Weight management and wellbeing is seeing dynamic developments in 2022, driven equally by increased unit prices and growing interest for such products. The sedentary lifestyle many people have been leading since the advent of the COVID-19 pandemic has led many to gain weight. Now that social conditions have largely normalised, leading more people to spend more time out of the home, they are eager to shed this weight. Whilst some are striving to do so via reducing their food portions and exercisi...

Euromonitor International's Weight Management and Wellbeing in Georgia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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WEIGHT MANAGEMENT AND WELLBEING IN GEORGIA

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Strong developments for weight management and wellbeing as consumers strive to lose pandemic weight

Ajanta Pharma maintains lead despite strengthening presence of GMP and international direct sellers

E-commerce-savvy retailers attract young health-conscious customers

PROSPECTS AND OPPORTUNITIES

Despite demand remaining dependent on economic outlook, prospects for growth are stronger than most consumer health categories

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