

Weight Management and Wellbeing in Vietnam

Market Direction | 2022-10-10 | 24 pages | Euromonitor

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Report description:

While remaining robust, the rate of growth in retail constant value sales of weight management and wellbeing slowed to single digits for the first time in more than a decade during 2022. During the review period, there was an increasing awareness of fitness and body image amongst Vietnamese consumers, especially amongst the younger generation living in large urban centres, such as Hanoi and Ho Chi Minh City, due to peer pressure stemming from social media.

Euromonitor International's Weight Management and Wellbeing in Vietnam 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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Body image increasingly important to local consumers

Supplement nutrition drinks dominate, but slimming teas and meal replacement are growing in popularity

Celebrity brands promoted through social media are an emerging trend

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