

Weight Management Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-05-29 | 143 pages | IMARC Group

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Report description:

Market Overview:

The global weight management market size reached US\$ 503.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 722.8 Billion by 2028, exhibiting a growth rate (CAGR) of 6.1% during 2023-2028.

Weight management is the process of adopting the lifestyle and dietary changes to maintain healthy body weight. Most weight management strategies promote healthy eating and daily physical activity based on the person's height, gender and age. Nowadays, people are adopting various weight management programs that consist of meal replacement products, low-calorie foods and beverages, low-calorie sweeteners, green tea/herbal tea, exercise programs and surgeries.

Unhealthy lifestyles and rapid consumption of fast food have led to higher obesity rates. This has led to rising occurrences of chronic diseases, such as diabetes, obesity, high cholesterol and heart attacks. Consequently, consumers are becoming increasingly health-conscious and adopting nutritious diets and workout programs to stay healthy and fit. This represents one of the key factors driving the market toward growth. Moreover, the rising incidences of obesity and overweight are also putting a major strain on public healthcare budgets across the globe. This is prompting governments and corporations to take initiatives to reduce the prevalence of these conditions through incentives and wellness programs. In addition to this, several leading manufacturers have launched new dietary supplements containing various ingredients, such as fibers, herbs and minerals, that help consumers in attaining a better metabolism rate. This has positively impacted the weight management industry worldwide. Some of the other factors driving the market growth include increasing disposable incomes and consumer expenditure capacities, along with the emerging gym-culture and the rising uptake of weight-loss supplements.

Key Market Segmentation:

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IMARC Group provides an analysis of the key trends in each sub-segment of the global weight management market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on diet, equipment and service.

Breakup by Diet:

- Functional Beverages
- Functional Food
- Dietary Supplements
-

At present, functional beverages account for the majority of the overall market share.

Breakup by Equipment:

- Fitness
-
- □ Cardiovascular Training Equipment
- □ Strength Training Equipment
- □ Others
-
- Surgical
-
- □ Minimally Invasive/Bariatric Equipment
- □ Non-Invasive Surgical Equipment
- □

Fitness equipment currently dominates the market, holding the largest market share.

Breakup by Service:

- Health Clubs
- Consultation Services
- Online Weight Loss Services
-

Amongst these, health clubs hold the leading position in the market.

Regional Insights:

- Asia Pacific
- North America
- Europe
- Middle East and Africa
- Latin America
-

Region-wise, North America exhibits a clear dominance in the market.

Competitive Landscape:

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The competitive landscape of the market is characterized by the presence of numerous small and large manufacturers who compete in terms of prices and quality. Some of the leading players are:

- Herbalife International, Inc.
- NutriSystem, Inc.
- Weight Watchers International, Inc.
- eDiets.com
- Brunswick Corporation
- Ethicon Endo-surgery, Inc.
- Golds Gym International, Inc.
- Amer Sports
- Technogym SPA
- Jenny Craig Inc.
- Medtronic Inc.
- Kellogg Company
- Atkins Nutritionals Inc.
- Apollo Endosurgery Inc.
- Cyber International, Inc.
- Johnson & Johnson, Inc.
- ALPLA Werke Alwin Lehner GmbH & Co. KG
-

Key Questions Answered in This Report:

- What was the size of the global weight management market in 2022?
- What is the expected growth rate of the global weight management market during 2023-2028?
- What are the key factors driving the global weight management market?
- What has been the impact of COVID-19 on the global weight management market?
- What is the breakup of the global weight management market based on the diet?
- What is the breakup of the global weight management market based on the equipment?
- What is the breakup of the global weight management market based on service?
- What are the key regions in the global weight management market?
- Who are the key players/companies in the global weight management market?

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