

## **Weight Management and Wellbeing in Singapore**

Market Direction | 2023-10-26 | 23 pages | Euromonitor

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### **Report description:**

Weight management and wellbeing continued to perform well in Singapore in 2023, aligned with increased health consciousness amongst Singaporeans. Of all categories, supplement nutrition drinks emerged as the fastest growing, with more consumers seeking these products as they are considered milder weight management products. As more consumers are using weight management products - not just those who would like to lose weight - more Singaporeans are seeking milder day-to-day weight management solu...

Euromonitor International's Weight Management and Wellbeing in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Euromonitor International  
October 2023

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Supplement nutrition drinks sees the most dynamic growth in 2023, although meal replacement remains highly popular

Global inflation places additional price pressure on players

Senna seen as a common and effective ingredient for weight management in slimming teas

##### PROSPECTS AND OPPORTUNITIES

Alongside slimming teas, manufacturers experiment with RTDs to complement their weight management product ranges

Personalisation to become an even stronger trend as product efficacy comes under consumer scrutiny

Domestic e-commerce set to grow, while cross-border e-commerce will continue to negatively impact licensed distributors

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