

Weight Management and Wellbeing in Nigeria

Market Direction | 2024-01-12 | 22 pages | Euromonitor

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Report description:

Overweight and obesity have witnessed a surge in Nigeria, particularly in urban areas where the consumption of processed, unhealthy foods high in fats and calories is prevalent. Consequently, there has been an increased demand for OTC medications to address obesity and weight management issues. To counter this trend, government initiatives promoting healthier lifestyles and raising awareness about the risks associated with obesity have gained momentum. These initiatives include encouraging parti...

Euromonitor International's Weight Management and Wellbeing in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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