

Asia-Pacific Weight Management Supplement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

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Report description:

The Asia-Pacific weight loss management market is projected to register a CAGR of 4.2% during the forecast period, 2020-2025.

The market is primarily driven by factors, such as the growing obese population, rise in disposable income, an increase in the number of people suffering from diabetes, rising awareness regarding personal well-being, and the low cost of bariatric surgeries across this region. In addition, an increasing number of health and fitness clubs across the region have been fueling the market's growth. Product innovations by the leading players, such as herbal and organic slimming products, are boosting the market's growth.

However, the major factor restraining the growth of the market include the high cost of weight loss products, owing to the additional processing required for low-calorie products and additional nutrients, such as vitamins and minerals.

APAC Weight Management Supplement Market Trends

Increasing Number of Health and Fitness Centers

Due to the rising concerns related to obesity and chronic diseases, people are primarily focusing on staying healthy and in shape. Thus, fitness centers, health clubs, and gyms have been witnessing increased participation, since the past few years. This is the key trend contributing to the growth of the market studied. Most of the health clubs are engaging in the sale of fat burn beverages, supplements, and similar nutrition products. The increasing number of health and fitness centers has been positively influencing the growth of the market, as these centers are involved in the endorsement of weight loss products among their respective consumers. As a result of this trend, the demand for healthier balanced diets is expected to increase. This, in turn, may

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provide significant growth opportunities for players operating in the weight loss management market.

China is expected to Continue to Dominate the Regional Market

China has been dominating the weight loss management market in the Asia-Pacific region, owing to the rising prevalence of overweight and obesity in the country. Other factors fueling the market's growth include rising awareness regarding personal well-being, along with increasing disposable income. The consumers in the region mostly prefer slimming teas and meal replacements among other products. These include all the herbal and non-herbal slimming teas and calorie-restricted meal replacements, such as shakes, powders, soup, and bars. Despite the backlash against weight loss supplements, the meal replacement category recorded growth, as these products are considered as healthier alternatives to OTC obesity and weight loss supplements. These meal replacement products are healthier and safer to follow, as they provide less caloric density. However, at the same time, they provide the essential nutrients, vitamins, and minerals, which are necessary for healthy weight loss and diet.

APAC Weight Management Supplement Industry Overview

The Asia-Pacific weight loss management market is competitive, due to the presence of various domestic and multinational players. Companies are considering mergers, expansions, acquisitions, and partnerships, along with new product developments, as strategic approaches to boost their brand presence. The key players dominating the regional market include Herbalife International Inc., Pharmicare Laboratories Australia, Kapiva, and Healthgenie, among others.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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