

## Weight Management and Wellbeing in Brazil

Market Direction | 2024-03-18 | 29 pages | Euromonitor

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### Report description:

After a weak performance for several years, weight management and wellbeing is set to see a double-digit surge in current value sales in Brazil in 2023. In general, there has been a significant increase in the price level in this category, especially amongst products that contain milk in their composition. In 2022, the climatic phenomenon of La Nina, along with the escalation in fuel and fertiliser prices due to the war in Ukraine, played a significant role in propelling milk prices upwards. Thi...

Euromonitor International's Weight Management and Wellbeing in Brazil 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.

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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Increased synergies with other industries and the search for practical health drive growth

Herbalife continues to lose ground in the Brazilian market

New communication channels are resumed, and e-commerce continues to advance

#### PROSPECTS AND OPPORTUNITIES

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Fast demographic changes will contribute to the transformation of the Brazilian market

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