

## **Weight Management and Wellbeing in Austria**

Market Direction | 2024-11-21 | 24 pages | Euromonitor

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### **Report description:**

In 2024, health and wellness trends in Austria continued to rise, with a growing focus on maintaining a healthy weight, exercising, and staying fit. Despite this focus, weight management and wellbeing recorded further declines in demand. While retail value sales continued to grow, with average unit price increasing, volume sales struggled. Consumers were more price-sensitive and selective in their purchases, with many opting to manage weight without aids, focusing on dietary intake and exercise.

Euromonitor International's Weight Management and Wellbeing in Austria 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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