

# **Weight Loss and Weight Management Diet Market by Product Type (Better-for-you, Meal Replacement, Weight Loss Supplement, Green Tea, and Low-calorie Sweeteners) and Sales Channel (Hypermarket/Supermarket, Specialty Stores, Pharmacies, Online Channels, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2027**

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## **Abstracts**

Increase has been witnessed in the prevalence of health problems such as diabetes, cardiovascular diseases, and cancer in developed economies in past few years. Moreover, surge in disposable income in regions such as North America and Western Europe, change in food habits, and sedentary lifestyle have increased the susceptibility to develop health problems such as diabetes and cancer. Thus, rise in incidence of health disorders has fostered the adoption of weight loss and weight management products. Moreover, surge in fitness consciousness is anticipated to increase in countries such as China and India, due to improvement in lifestyle and changes in food habits, which is likely to provide remunerative opportunities for the expansion of the market during the forecast period.

The global weight loss and weight management market is expected to unfold attractive business opportunities for market players in future. This is attributed to increase in consumption of fast food and snacks in the developing regions has led to the rise in incidence of obesity. Asia-Pacific registers the highest growth in weight loss and weight management diet market, due to change in food habits, increase in per capita income and rise in obesity rates in the region. Among the developed regions, North America

serves as the largest market for weight loss and weight management diet, owing to alarming rise in sedentary lifestyle. Thus, meal replacements are popularly used as a food substitute to control the amount of calorie intake by consumers, which significantly contributes toward the growth of the global market.

Weight loss and weight management products are more expensive as compared to conventional food & beverage products. Better-for-you products comprise premium priced food & beverage products such as low-calorie snacks, frozen desserts, and low-sugar packaged food products. Similarly, meal replacements are costlier as they are made from highly processed proteins and vitamins. Hence high prices might limit the target audience for the engaged stakeholders.

The weight loss and weight management diet market is segmented into product type, sales channel, and region. By product type, weight loss and weight management diet market is classified into better-for-you, meal replacement, weight loss supplement, green tea, and low-calorie sweeteners. The better-for-you meal is further segmented into low-salt products, low-carb/sugar products, and low-fat products. Low-calorie sweeteners is subsegmented into stevia, aspartame, sucralose, saccharin, and others. By sales channel, the market is fragmented into hypermarket/supermarket, specialty stores, pharmacies, online channels, and others. Region wise, the weight loss and weight management diet market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Some of the key players analyzed in the weight loss and weight management diet market analysis includes Cargill Incorporated, Pepsico, Inc., Kellogg Company, General Mills Incorporation, Nutrisystem, Inc., Abbott Laboratories Inc., Weight Watchers, Inc., Kraft Foods, Inc., Ingredion, and Medifast, Inc.

## Weight Loss and Weight Management Diet Market Segments

### By Product Type

Better-for-you

Low-salt Products

Low-carb/sugar Products

Low-fat Products

Meal Replacement

Weight Loss Supplement

Green Tea

Low-calorie sweetener

Stevia

Aspartame

Sucralose

Saccharin

Others

By Sales Channel

Hypermarket/Supermarket

Specialty Stores

Pharmacies

Online Channels

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

ASEAN

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Key Market Players

Cargill Incorporated

Pepsico, Inc.

Kellogg Company

General Mills Incorporation

Nutrisystem, Inc.

Abbott Laboratories Inc.

Weight Watchers, Inc.

Kraft Foods, Inc.

Ingredion

Medifast, Inc.

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MARKET VALUE, 2019-2027 (\$ MILLION)

FIGURE 38. MIDDLE EAST WEIGHT LOSS AND WEIGHT MANAGEMENT DIET

MARKET VALUE, 2019-2027 (\$ MILLION)

FIGURE 39. AFRICA WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET

VALUE, 2019-2027 (\$ MILLION)

### **COMPANIES MENTIONED**

Cargill Incorporated, Pepsico, Inc., Kellogg Company, General Mills Incorporation, Nutrisystem, Inc., Abbott Laboratories Inc., Weight Watchers, Inc., Kraft Foods, Inc., Ingredion, and Medifast, Inc.

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