

Global Weight Loss and Weight Management Diet Market Size study & Forecast, by Product Type (Better for you, Meal replacement, Weight loss supplement, Green tea, Low-calorie sweetener), by Sales Channel (Hypermarket/Supermarket, Specialty Stores, Pharmacies, Online Channels, Others) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/G8B82768C529EN.html>

Date: February 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G8B82768C529EN

Abstracts

Global Weight Loss and Weight Management Diet Market is valued at approximately USD 235.45 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 7% during the forecast period 2023-2030. Weight Loss and Weight Management Diet are nutritional approaches designed to help individuals achieve and maintain a healthy body weight. These diets typically involve a combination of calorie control, balanced nutrition, and lifestyle modifications. The Weight Loss and Weight Management Diet Market is expanding because of factors such as the growing rate of overweight population and increasing prevalence of health problems such as diabetes. As a result, the demand for Weight Loss and Weight Management Diets has progressively increased in the international market during the forecast period 2023-2030.

High rates of overweight and obesity are associated with various health risks, including cardiovascular diseases, diabetes, and other chronic conditions. This raises public health concerns, prompting initiatives to promote weight loss and healthy weight management at both individual and community levels. According to Statista, the global overweight population is expected to increase by 1.9% between the year 2024 to 2028 and the overweight population share is projected to reach up to 43.4% by the year-end of 2028. Another important factor that drives the Weight Loss and Weight Management

Diet Market is the increasing prevalence of health problems such as diabetes. Individuals with diabetes often require special attention to their diet as part of their medical management. Weight loss and weight management diets play a crucial role in helping manage blood sugar levels, and reduce the risk of complications associated with diabetes. In addition, as per the International Diabetes Federation, in 2021, 537 million adults were diagnosed with diabetes and projected to reach up to 643 million in number by 2030 and 783 million adults by the year 2045. Moreover, growing awareness about various weight management supplements and increasing disposable income are anticipated to create lucrative growth opportunities for the market over the forecast period. However, high costs associated to Weight Loss and Weight Management Diet and lack of awareness is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Weight Loss and Weight Management Diet Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the increased awareness about the importance of having a healthy lifestyle and overall wellbeing and the growing demand for dietary supplements in the region. The region's dominant performance is anticipated to propel the overall demand for Weight Loss and Weight Management Diets. Furthermore, Asia Pacific is expected to grow fastest over the forecast period, owing to factors such as an increase in per capita income and rising obesity rates in the region.

Major market player included in this report are:

The Kraft Heinz Company

General Mills, Inc.

Nutrisystem, Inc.

Ingredion Incorporated

Kellogg Company

Abbott Laboratories

WW International, Inc.

Medifast, Inc.

Cargill, Incorporated

PepsiCo, Inc.

Recent Developments in the Market:

In July 2022, Herbalife Nutrition, a leading global nutrition company has unveiled its newest scientifically proven product called Fat Release. This innovative addition is designed to help individuals in maintaining healthy and active lifestyles by aiding in the reduction of dietary fat, enabling consumers to stay aligned with their health and wellness objectives.

Global Weight Loss and Weight Management Diet Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product Type, Sales Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries

involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type

Better for you

Meal replacement

Weight loss supplement

Green tea

Low-calorie sweetener

By Sales Channel

Hypermarket/Supermarket

Specialty Stores

Pharmacies

Online Channels

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot
- 1.2 Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1 Weight Loss and Weight Management Diet Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2 Weight Loss and Weight Management Diet Market, by Product Type, 2020-2030 (USD Billion)
 - 1.2.3 Weight Loss and Weight Management Diet Market, by Sales Channel, 2020-2030 (USD Billion)
- 1.3 Key Trends
- 1.4 Estimation Methodology
- 1.5 Research Assumption

CHAPTER 2 GLOBAL WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET DEFINITION AND SCOPE

- 2.1 Objective of the Study
- 2.2 Market Definition & Scope
 - 2.2.1 Industry Evolution
 - 2.2.2 Scope of the Study
- 2.3 Years Considered for the Study
- 2.4 Currency Conversion Rates

CHAPTER 3 GLOBAL WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET DYNAMICS

- 3.1 Weight Loss and Weight Management Diet Market Impact Analysis (2020-2030)
 - 3.1.1 Market Drivers
 - 3.1.1.1 Growing rate of overweight population
 - 3.1.1.2 Increasing prevalence of health problems
 - 3.1.2 Market Challenges
 - 3.1.2.1 High cost associated with Weight Loss and Weight Management Diet
 - 3.1.2.2 Lack of awareness
 - 3.1.3 Market Opportunities
 - 3.1.3.1 Growing awareness about various weight management supplements
 - 3.1.3.2 Increasing disposable income

CHAPTER 4 GLOBAL WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET INDUSTRY ANALYSIS

- 4.1 Porter's 5 Force Model
 - 4.1.1 Bargaining Power of Suppliers
 - 4.1.2 Bargaining Power of Buyers
 - 4.1.3 Threat of New Entrants
 - 4.1.4 Threat of Substitutes
 - 4.1.5 Competitive Rivalry
- 4.2 Porter's 5 Force Impact Analysis
- 4.3 PEST Analysis
 - 4.3.1 Political
 - 4.3.2 Economical
 - 4.3.3 Social
 - 4.3.4 Technological
 - 4.3.5 Environmental
 - 4.3.6 Legal
- 4.4 Top investment opportunity
- 4.5 Top winning strategies
- 4.6 COVID-19 Impact Analysis
- 4.7 Disruptive Trends
- 4.8 Industry Expert Perspective
- 4.9 Analyst Recommendation & Conclusion

CHAPTER 5 GLOBAL WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET, BY PRODUCT TYPE

- 5.1 Market Snapshot
- 5.2 Global Weight Loss and Weight Management Diet Market by Product Type, Performance - Potential Analysis
- 5.3 Global Weight Loss and Weight Management Diet Market Estimates & Forecasts by Product Type 2020-2030 (USD Billion)
- 5.4 Weight Loss and Weight Management Diet Market, Sub Segment Analysis
 - 5.4.1 Better for you
 - 5.4.2 Meal replacement
 - 5.4.3 Weight loss supplement
 - 5.4.4 Green tea
 - 5.4.5 Low-calorie sweetener

CHAPTER 6 GLOBAL WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET, BY SALES CHANNEL

6.1 Market Snapshot

6.2 Global Weight Loss and Weight Management Diet Market by Sales Channel, Performance - Potential Analysis

6.3 Global Weight Loss and Weight Management Diet Market Estimates & Forecasts by Sales Channel 2020-2030 (USD Billion)

6.4 Weight Loss and Weight Management Diet Market, Sub Segment Analysis

6.4.1 Hypermarket/Supermarket

6.4.2 Specialty Stores

6.4.3 Pharmacies

6.4.4 Online Channels

6.4.5 Others

CHAPTER 7 GLOBAL WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET, REGIONAL ANALYSIS

7.1 Top Leading Countries

7.2 Top Emerging Countries

7.3 Weight Loss and Weight Management Diet Market, Regional Market Snapshot

7.4 North America Weight Loss and Weight Management Diet Market

7.4.1 U.S. Weight Loss and Weight Management Diet Market

7.4.1.1 Product Type breakdown estimates & forecasts, 2020-2030

7.4.1.2 Sales Channel breakdown estimates & forecasts, 2020-2030

7.4.2 Canada Weight Loss and Weight Management Diet Market

7.5 Europe Weight Loss and Weight Management Diet Market Snapshot

7.5.1 U.K. Weight Loss and Weight Management Diet Market

7.5.2 Germany Weight Loss and Weight Management Diet Market

7.5.3 France Weight Loss and Weight Management Diet Market

7.5.4 Spain Weight Loss and Weight Management Diet Market

7.5.5 Italy Weight Loss and Weight Management Diet Market

7.5.6 Rest of Europe Weight Loss and Weight Management Diet Market

7.6 Asia-Pacific Weight Loss and Weight Management Diet Market Snapshot

7.6.1 China Weight Loss and Weight Management Diet Market

7.6.2 India Weight Loss and Weight Management Diet Market

7.6.3 Japan Weight Loss and Weight Management Diet Market

7.6.4 Australia Weight Loss and Weight Management Diet Market

- 7.6.5 South Korea Weight Loss and Weight Management Diet Market
- 7.6.6 Rest of Asia Pacific Weight Loss and Weight Management Diet Market
- 7.7 Latin America Weight Loss and Weight Management Diet Market Snapshot
 - 7.7.1 Brazil Weight Loss and Weight Management Diet Market
 - 7.7.2 Mexico Weight Loss and Weight Management Diet Market
- 7.8 Middle East & Africa Weight Loss and Weight Management Diet Market
 - 7.8.1 Saudi Arabia Weight Loss and Weight Management Diet Market
 - 7.8.2 South Africa Weight Loss and Weight Management Diet Market
 - 7.8.3 Rest of Middle East & Africa Weight Loss and Weight Management Diet Market

CHAPTER 8 COMPETITIVE INTELLIGENCE

- 8.1 Key Company SWOT Analysis
 - 8.1.1 Company
 - 8.1.2 Company
 - 8.1.3 Company
- 8.2 Top Market Strategies
- 8.3 Company Profiles
 - 8.3.1 The Kraft Heinz Company
 - 8.3.1.1 Key Information
 - 8.3.1.2 Overview
 - 8.3.1.3 Financial (Subject to Data Availability)
 - 8.3.1.4 Product Summary
 - 8.3.1.5 Recent Developments
 - 8.3.2 General Mills, Inc.
 - 8.3.3 Nutrisystem, Inc.
 - 8.3.4 Ingredion Incorporated
 - 8.3.5 Kellogg Company
 - 8.3.6 Abbott Laboratories
 - 8.3.7 WW International, Inc.
 - 8.3.8 Medifast, Inc.
 - 8.3.9 Cargill, Incorporated
 - 8.3.10 PepsiCo, Inc.

CHAPTER 9 RESEARCH PROCESS

- 9.1 Research Process
 - 9.1.1 Data Mining
 - 9.1.2 Analysis

- 9.1.3 Market Estimation
- 9.1.4 Validation
- 9.1.5 Publishing
- 9.2 Research Attributes
- 9.3 Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1 Global Weight Loss and Weight Management Diet Market, report scope

TABLE 2 Global Weight Loss and Weight Management Diet Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3 Global Weight Loss and Weight Management Diet Market estimates & forecasts by Product Type 2020-2030 (USD Billion)

TABLE 4 Global Weight Loss and Weight Management Diet Market estimates & forecasts by Sales Channel 2020-2030 (USD Billion)

TABLE 5 Global Weight Loss and Weight Management Diet Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 6 Global Weight Loss and Weight Management Diet Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7 Global Weight Loss and Weight Management Diet Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8 Global Weight Loss and Weight Management Diet Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9 Global Weight Loss and Weight Management Diet Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10 Global Weight Loss and Weight Management Diet Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11 Global Weight Loss and Weight Management Diet Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12 Global Weight Loss and Weight Management Diet Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13 Global Weight Loss and Weight Management Diet Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14 Global Weight Loss and Weight Management Diet Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15 U.S. Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16 U.S. Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 17 U.S. Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18 Canada Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 19 Canada Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 20 Canada Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21 UK Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 22 UK Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 23 UK Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24 Germany Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 25 Germany Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26 Germany Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27 France Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 28 France Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29 France Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30 Italy Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 31 Italy Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32 Italy Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33 Spain Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 34 Spain Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35 Spain Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36 RoE Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 37 RoE Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38 RoE Weight Loss and Weight Management Diet Market estimates &

forecasts by segment 2020-2030 (USD Billion)

TABLE 39 China Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40 China Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41 China Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42 India Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43 India Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44 India Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45 Japan Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46 Japan Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47 Japan Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48 South Korea Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49 South Korea Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50 South Korea Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51 Australia Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52 Australia Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53 Australia Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54 RoAPAC Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55 RoAPAC Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56 RoAPAC Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57 Brazil Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 58 Brazil Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59 Brazil Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60 Mexico Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 61 Mexico Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62 Mexico Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63 RoLA Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 64 RoLA Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65 RoLA Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66 Saudi Arabia Weight Loss and Weight Management Diet Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 67 South Africa Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68 RoMEA Weight Loss and Weight Management Diet Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69 List of secondary sources, used in the study of global Weight Loss and Weight Management Diet Market

TABLE 70 List of primary sources, used in the study of global Weight Loss and Weight Management Diet Market

TABLE 71 Years considered for the study

TABLE 72 Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

FIG 1 Global Weight Loss and Weight Management Diet Market, research methodology

FIG 2 Global Weight Loss and Weight Management Diet Market, Market estimation techniques

FIG 3 Global Market size estimates & forecast methods

FIG 4 Global Weight Loss and Weight Management Diet Market, key trends 2022

FIG 5 Global Weight Loss and Weight Management Diet Market, growth prospects 2023-2030

FIG 6 Global Weight Loss and Weight Management Diet Market, porters 5 force model

FIG 7 Global Weight Loss and Weight Management Diet Market, pest analysis

FIG 8 Global Weight Loss and Weight Management Diet Market, value chain analysis

FIG 9 Global Weight Loss and Weight Management Diet Market by segment, 2020 & 2030 (USD Billion)

FIG 10 Global Weight Loss and Weight Management Diet Market by segment, 2020 & 2030 (USD Billion)

FIG 11 Global Weight Loss and Weight Management Diet Market by segment, 2020 & 2030 (USD Billion)

FIG 12 Global Weight Loss and Weight Management Diet Market by segment, 2020 & 2030 (USD Billion)

FIG 13 Global Weight Loss and Weight Management Diet Market by segment, 2020 & 2030 (USD Billion)

FIG 14 Global Weight Loss and Weight Management Diet Market, regional snapshot 2020 & 2030

FIG 15 North America Weight Loss and Weight Management Diet Market 2020 & 2030 (USD Billion)

FIG 16 Europe Weight Loss and Weight Management Diet Market 2020 & 2030 (USD Billion)

FIG 17 Asia pacific Weight Loss and Weight Management Diet Market 2020 & 2030 (USD Billion)

FIG 18 Latin America Weight Loss and Weight Management Diet Market 2020 & 2030 (USD Billion)

FIG 19 Middle East & Africa Weight Loss and Weight Management Diet Market 2020 & 2030 (USD Billion)

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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