

# **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

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