

Slimming Products - Austria

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Abstracts

Due to the introduction of Alli, consumers who are likely to use slimming products with the expectation of assisting in or replacing any weight-loss efforts, turned to the more 'serious' OTC obesity medication Alli, which was introduced in April 2009. That is why slimming products turnover declined by a sharp 11% to EUR13 million. Also, consumers are increasingly becoming educated about slimming products and do not get tempted by promises of miracle weight loss.

Euromonitor International's Slimming Products Products 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 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Meal Replacement Slimming, Other Slimming Products, Slimming Teas, 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 Consumer Health industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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