

Slimming Products - Denmark

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Abstracts

Health and wellness, including growing consumer concerns about overweight and obesity, and interest in beauty continued to drive value growth in slimming products in 2009. Plus, manufacturers targeted the growing demand through product launches like Nupo Classic Snack Bar, which are designed to widen distribution into impulse channels such as convenience stores and forecourt retailers. Nupo Classic Snack Bar is a meal replacement bar which targets convenience through offering consumers a...

Euromonitor International's Slimming Products Products in Denmark 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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