

# Slimming Products - India

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## Abstracts

With obesity becoming a major concern among affluent urban consumers, and slimming products' sales gaining momentum, more players have sought a share in a market dominated by direct sellers. Upscale retailers, especially high-end supermarkets, are increasingly stocking imported meal replacement slimming brands, such as Optifast Slim Milkshake and Slimfast, while weight loss supplements, such as Ezi Slim, expanded their distribution network in 2009. In October 2009, two new domestic meal...

Euromonitor International's Slimming Products Products in India 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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