

Weight Management and Wellbeing in Australia

<https://marketpublishers.com/r/WDBEE6DA328EN.html>

Date: September 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: WDBEE6DA328EN

Abstracts

As more consumers become concerned with their health and diet, the demand for weight loss products has increased in Australia. The weight management and wellbeing category is mostly made up of meal replacement products, which are typically powdered drinks or shakes which are nutritionally complete and designed to be consumed instead of solid food. While this is still an appealing method of weight control, product development in other categories has prevented the volume growth of meal replacement...

Euromonitor International's Weight Management and Wellbeing in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Meal Replacement, OTC Obesity, Slimming Teas, Supplement Nutrition Drinks, 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 Weight Management and Wellbeing market;

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 40 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, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Weight Management and Wellbeing in Australia
Euromonitor International
September 2023

LIST OF CONTENTS AND TABLES

WEIGHT MANAGEMENT AND WELLBEING IN AUSTRALIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Meal replacement products lose favour amidst competition from other categories
Social media campaigning a blueprint for success in a digital era
New flavours and plant-based options introduced to maintain consumers' interest

PROSPECTS AND OPPORTUNITIES

Consumers expected to gradually shift to other forms of weight and diet management
Overall health of Australians expected to worsen over the forecast period
Weight management and wellbeing an important tool for the ageing population

CATEGORY DATA

Table 1 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 2 Sales of Weight Management and Wellbeing by Category: % Value Growth
2018-2023

Table 3 NBO Company Shares of Weight Management and Wellbeing: % Value
2019-2023

Table 4 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 5 Forecast Sales of Weight Management and Wellbeing by Category: Value
2023-2028

Table 6 Forecast Sales of Weight Management and Wellbeing by Category: % Value
Growth 2023-2028

CONSUMER HEALTH IN AUSTRALIA

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Weight Management and Wellbeing in Australia

Product link: <https://marketpublishers.com/r/WDBEE6DA328EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WDBEE6DA328EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970