

Weight Management and Wellbeing in Estonia

<https://marketpublishers.com/r/W2344546F63EN.html>

Date: September 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: W2344546F63EN

Abstracts

Weight management products continue to have a low consumer base in Estonia. For many consumers, these products are not top of mind or the first choice for tackling weight loss. Still, category growth was registered as some consumers use these products in combination with exercise.

Euromonitor International's Weight Management and Wellbeing in Estonia 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 ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weight management products have a low consumer base in Estonia

Meal replacement loses ground to sports nutrition

Leader Herbalife no longer positioning itself as only a weight management brand

PROSPECTS AND OPPORTUNITIES

Category will remain niche

Sports-related marketing message to compete with sports nutrition

Slimming tea decline set to continue

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 ESTONIA

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 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

Summary 1 OTC: Switches 2022-2023

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

I would like to order

Product name: Weight Management and Wellbeing in Estonia

Product link: <https://marketpublishers.com/r/W2344546F63EN.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/W2344546F63EN.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