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Weight Management and Wellbeing in Iran

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Abstracts

A growing number of Iranians are becoming overweight and obese due to the general lack of physical activity as a result of deskbound working conditions and unhealthy eating habits, which has been fuelled by the rising popularity of fast food in the country. This trend accelerated in 2016 as a consequence of rapid westernisation and more hectic lifestyles. Overweight consumers were targeted with numerous weight loss products in 2016, with sports and fitness equipment such as treadmills proving pa...

Euromonitor International's Weight Management and Wellbeing in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 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.

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