

# Weight Management and Wellbeing in Vietnam

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### **Abstracts**

Demand for weight management and wellbeing continues to rise in Vietnam in 2023. Consumers' sedentary lives and lack of exercise during the pandemic have resulted in significant weight gain, which has become a primary driver of category growth. Furthermore, the trend of livestreaming on popular social media platforms such as Facebook and TikTok, and retail e-commerce platforms such as Lazada and Shopee, continues to influence local consumers' purchases of weight management products. Livestreamin...

Euromonitor International's Weight Management and Wellbeing in Vietnam 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.



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