

# Weight Management in Australia

<https://marketpublishers.com/r/W4087B259F2EN.html>

Date: November 2015

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: W4087B259F2EN

## Abstracts

Weight management is expected to decline by 1% in current value terms in 2015, with the category failing to keep up with changing consumer trends. Consumers have changed their attitude in regards to nutrition, viewing weight loss as a permanent change rather than a quick fix and focussing on a diet consisting of healthy and natural foods. Furthermore, there has been a shift to sports nutrition, with protein shakes becoming a popular meal replacement for both diet and fitness purposes.

Euromonitor International's Weight Management 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 2010-2014, allowing you to identify the sectors driving growth. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Meal Replacement Slimming, OTC Obesity, 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 Weight Management 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Weight Management by Category: Value 2010-2015

Table 2 Sales of Weight Management by Category: % Value Growth 2010-2015

Table 3 NBO Company Shares of Weight Management: % Value 2011-2015

Table 4 LBN Brand Shares of Weight Management: % Value 2012-2015

Table 5 Forecast Sales of Weight Management by Category: Value 2015-2020

Table 6 Forecast Sales of Weight Management by Category: % Value Growth 2015-2020

Blackmores Ltd in Consumer Health (australia)

Strategic Direction

Key Facts

Summary 1 Blackmores Ltd: Key Facts

Summary 2 Blackmores Ltd: Operational Indicators

Competitive Positioning

Summary 3 Blackmores Ltd: Competitive Position 2015

Nature's Care Pty Ltd in Consumer Health (australia)

Strategic Direction

Key Facts

Summary 4 Nature's Care Pty Ltd: Key Facts

Competitive Positioning

Summary 5 Nature's Care Pty Ltd: Competitive Position 2015

Pharmacare Laboratories Pty Ltd in Consumer Health (australia)

Strategic Direction

Key Facts

Summary 6 Pharmacare Laboratories Pty Ltd: Key Facts

Competitive Positioning

Summary 7 Pharmacare Laboratories Pty Ltd: Competitive Position 2015

Swisse Wellness Pty Ltd in Consumer Health (australia)

Strategic Direction

Key Facts

Summary 8 Swisse Wellness Pty Ltd: Key Facts

Competitive Positioning

Summary 9 Swisse Wellness Pty Ltd: Competitive Position 2015

Vitaco Health Australia Pty Ltd in Consumer Health (australia)

Strategic Direction

Key Facts

Summary 10 Vitaco Health Australia Pty Ltd: Key Facts

Competitive Positioning

Summary 11 Vitaco Health Australia Pty Ltd: Competitive Position 2015

Executive Summary

Consumer Health Delivers Positive Value Growth in 2015

Calls for Pharmacy Deregulation

Mergers and Acquisitions Characterise the Competitive Environment

Discount Pharmacies Continue To Increase Presence

Proactive Attitude To Health Is Expected To Support Growth in Consumer Health

Key Trends and Developments

Mergers and Acquisitions Characterise Consumer Health

Wearable Technologies Are Expected To Complement Consumer Health

Harper Review Recommends Pharmacy Deregulation

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2010-2015

Table 8 Life Expectancy at Birth 2010-2015

Market Data

Table 9 Sales of Consumer Health by Category: Value 2010-2015

Table 10 Sales of Consumer Health by Category: % Value Growth 2010-2015

Table 11 NBO Company Shares of Consumer Health: % Value 2011-2015

Table 12 LBN Brand Shares of Consumer Health: % Value 2012-2015

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2010-2015

Table 14 Distribution of Consumer Health by Format: % Value 2010-2015

Table 15 Distribution of Consumer Health by Format and Category: % Value 2015

Table 16 Forecast Sales of Consumer Health by Category: Value 2015-2020

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2015-2020

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Summary 12 OTC: Switches 2013-2015

Definitions

## Sources

Summary 13 Research Sources

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