

Weight Management in Brazil

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Abstracts

Weight management registered current value growth of 9% in 2015, reaching sales of R\$1.3 billion. The main factor behind this performance continued to be the health and wellness trend, with consumers looking for products that can help improve both their health and appearance. Consumers in Brazil are very body-conscious, with this supporting sales of products which can aid weight loss.

Euromonitor International's Weight Management in Brazil 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

Executive Summary

in Spite of A Slowdown OTC in Brazil Performs Well in Retail

Health and Wellness Trend Continues To Boost Sales of Sports Nutrition and Weight Management Products

Generics Continue To Grow During the Economic Crisis

Drugstores/parapharmacies Remains the Leading Distribution Channel for Consumer Health Products

Consumer Health in Brazil Set To Register A Weaker Performance Over the Forecast Period

Key Trends and Developments

Despite A Slowdown in Growth OTC in Brazil Performs Well Within Retail

Heavy Investment in Sports Nutrition Seeks To Restore the Category's Credibility

Vitamins and Dietary Supplement Manufacturers Continue To Use Segmentation and Differentiation To Boost Consumption

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

Table 14 Distribution of Consumer Health by Format and Category: % Value 2015

Table 15 Forecast Sales of Consumer Health by Category: Value 2015-2020

Table 16 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

Definitions

Sources

Summary 1 Research Sources

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