

Weight Management in Greece

URL:	https://marketpublishers.com/r/WDF80F005EEEN.html
Date:	November 17, 2015
Pages:	30
Price:	US\$ 990.00
ID:	WDF80F005EEEN

Weight loss supplements helped weight management to increase its sales during 2015. Aggressive marketing activities and new launches stimulated consumers' interest in the category. Weight loss supplements are widely advertised in different media, but also with posters within chemists/pharmacies. Seasonality is affecting sales, with sales peaking between April and July, before the summer holidays, as this is the period when Greek women make a stronger effort to lose weight.

Euromonitor International's Weight Management in Greece 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.

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