

Mexico Weight Management Market Size, Share, Trends and Forecast by Diet, Service, Equipment, and Region, 2026-2034

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Abstracts

The Mexico weight management market size reached USD 7.1 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 12.5 Billion by 2034 , exhibiting a growth rate (CAGR) of 5.57% during 2026-2034 . The market is being driven by rising obesity rates, increasing awareness of lifestyle-related diseases, growing health consciousness among younger demographics, expanding access to weight-loss medications like Mounjaro, and the influence of digital wellness trends, fitness apps, and social media promoting proactive, personalized approaches to fitness and nutrition.

MEXICO WEIGHT MANAGEMENT MARKET TRENDS:

Rising Prevalence of Obesity and Lifestyle-Related Health Disorders

Among the most powerful drivers of Mexico's weight management market is the skyrocketing prevalence of obesity and related health conditions. According to the Organization for Economic Co-operation and Development (OECD), Mexico ranks as the second most obese country among its 35 member economies, with 32.4% of its population over the age of 15 classified as obese, just behind the United States, which leads at 38.2%. The high rate of obesity is fueled by a convergence of factors, such as unhealthy eating habits, low physical activity levels, and cultural food preferences for calorie-rich foods. In urban areas, the spread of fast-food outlets and convenience food consumption has replaced home-cooked meals, adding to unhealthy weight gain. These trends in health have resulted in an epidemic of lifestyle diseases like type 2 diabetes, cardiovascular disease, and metabolic syndrome. Mexico has the second highest rate of diabetes in the world, a directly linked condition with obesity. This is placing growing

pressure on the healthcare system, leading to government-sponsored programs and public health initiatives encouraging improved diet and physical well-being.

Expansion of the Health and Wellness Culture Among Millennials and Gen Z

The proactive adoption of wellness culture by the younger generations, especially Millennials and Gen Z, is acting as a significant growth-inducing factor. These demographic groups are changing the conversation from simple weight loss to overall well-being, encompassing physical fitness, mental wellness, and healthy lifestyle habits. As opposed to earlier generations, young Mexicans are strongly influenced by international health trends, social media stars, and exercise communities that advocate for body positivity, vegan nutrition, fasting, and exercise. This cultural transformation has created a thriving market for customized wellness services, such as fitness apps, wearable tech, organic meal delivery, and boutique gyms. The younger consumer segment is widely looking for functional foods and beverages that offer health benefits beyond mere nutrition, such as detox teas, superfood mixes, and probiotic snacks. Online platforms and wellness blogs are making these products more accessible, driving a more diversified and digitally integrated market environment.

MEXICO WEIGHT MANAGEMENT MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region/country level for 2026-2034. Our report has categorized the market based on diet, service, and equipment.

Diet Insights:

Functional Beverages

Functional Food

Dietary Supplements

The report has provided a detailed breakup and analysis of the market based on the diet. This includes functional beverages, functional food, and dietary supplements.

Service Insights:

Health Clubs

Consultation Services

Online Weight Loss Services

A detailed breakup and analysis of the market based on the service have also been provided in the report. This includes health clubs, consultation services, and online weight loss services.

Equipment Insights:

Fitness Equipment

Cardiovascular Training Equipment

Strength Training Equipment

Others

Surgical Equipment

Minimally Invasive/Bariatric Equipment

Non-Invasive Surgical Equipment

The report has provided a detailed breakup and analysis of the market based on the equipment. This includes fitness equipment (cardiovascular training equipment, strength training equipment, and others) and surgical equipment (minimally invasive/bariatric equipment and non-invasive surgical equipment).

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico weight management market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico weight management market on the basis of diet?

What is the breakup of the Mexico weight management market on the basis of service?

What is the breakup of the Mexico weight management market on the basis of equipment?

What is the breakup of the Mexico weight management market on the basis of region?

What are the various stages in the value chain of the Mexico weight management market?

What are the key driving factors and challenges in the Mexico weight management?

What is the structure of the Mexico weight management market and who are the key players?

What is the degree of competition in the Mexico weight management market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO WEIGHT MANAGEMENT MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO WEIGHT MANAGEMENT MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO WEIGHT MANAGEMENT MARKET - BREAKUP BY DIET

- 6.1 Functional Beverages
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Functional Food
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Dietary Supplements

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

7 MEXICO WEIGHT MANAGEMENT MARKET - BREAKUP BY SERVICE

7.1 Health Clubs

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Consultation Services

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Online Weight Loss Services

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

8 MEXICO WEIGHT MANAGEMENT MARKET - BREAKUP BY EQUIPMENT

8.1 Fitness Equipment

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Segmentation

8.1.3.1 Cardiovascular Training Equipment

8.1.3.2 Strength Training Equipment

8.1.3.3 Others

8.1.4 Market Forecast (2026-2034)

8.2 Surgical Equipment

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Segmentation

8.2.3.1 Minimally Invasive/Bariatric Equipment

8.2.3.2 Non-Invasive Surgical Equipment

8.2.4 Market Forecast (2026-2034)

9 MEXICO WEIGHT MANAGEMENT MARKET – BREAKUP BY REGION

9.1 Northern Mexico

- 9.1.1 Overview
- 9.1.2 Historical and Current Market Trends (2020-2025)
- 9.1.3 Market Breakup by Diet
- 9.1.4 Market Breakup by Service
- 9.1.5 Market Breakup by Equipment
- 9.1.6 Key Players
- 9.1.7 Market Forecast (2026-2034)

9.2 Central Mexico

- 9.2.1 Overview
- 9.2.2 Historical and Current Market Trends (2020-2025)
- 9.2.3 Market Breakup by Diet
- 9.2.4 Market Breakup by Service
- 9.2.5 Market Breakup by Equipment
- 9.2.6 Key Players
- 9.2.7 Market Forecast (2026-2034)

9.3 Southern Mexico

- 9.3.1 Overview
- 9.3.2 Historical and Current Market Trends (2020-2025)
- 9.3.3 Market Breakup by Diet
- 9.3.4 Market Breakup by Service
- 9.3.5 Market Breakup by Equipment
- 9.3.6 Key Players
- 9.3.7 Market Forecast (2026-2034)

9.4 Others

- 9.4.1 Historical and Current Market Trends (2020-2025)
- 9.4.2 Market Forecast (2026-2034)

10 MEXICO WEIGHT MANAGEMENT MARKET – COMPETITIVE LANDSCAPE

- 10.1 Overview
- 10.2 Market Structure
- 10.3 Market Player Positioning
- 10.4 Top Winning Strategies
- 10.5 Competitive Dashboard
- 10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

11.1 Company A

- 11.1.1 Business Overview
- 11.1.2 Services Offered
- 11.1.3 Business Strategies
- 11.1.4 SWOT Analysis
- 11.1.5 Major News and Events

11.2 Company B

- 11.2.1 Business Overview
- 11.2.2 Services Offered
- 11.2.3 Business Strategies
- 11.2.4 SWOT Analysis
- 11.2.5 Major News and Events

11.3 Company C

- 11.3.1 Business Overview
- 11.3.2 Services Offered
- 11.3.3 Business Strategies
- 11.3.4 SWOT Analysis
- 11.3.5 Major News and Events

11.4 Company D

- 11.4.1 Business Overview
- 11.4.2 Services Offered
- 11.4.3 Business Strategies
- 11.4.4 SWOT Analysis
- 11.4.5 Major News and Events

11.5 Company E

- 11.5.1 Business Overview
- 11.5.2 Services Offered
- 11.5.3 Business Strategies
- 11.5.4 SWOT Analysis
- 11.5.5 Major News and Events

12 MEXICO WEIGHT MANAGEMENT MARKET - INDUSTRY ANALYSIS

12.1 Drivers, Restraints, and Opportunities

- 12.1.1 Overview
- 12.1.2 Drivers
- 12.1.3 Restraints

12.1.4 Opportunities

12.2 Porters Five Forces Analysis

12.2.1 Overview

12.2.2 Bargaining Power of Buyers

12.2.3 Bargaining Power of Suppliers

12.2.4 Degree of Competition

12.2.5 Threat of New Entrants

12.2.6 Threat of Substitutes

12.3 Value Chain Analysis

13 APPENDIX

I would like to order

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