

ASIA PACIFIC WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The Asia Pacific weight loss and weight management diet market is expected to exhibit the fastest growth at a CAGR of 6.91% over the forecast period of 2017-2025. The rising market share of emerging economies like India, China, Thailand, etc from this region coupled with a rising health and wellness consciousness among the population are propelling the market growth.

MARKET INSIGHTS

The market for weight loss and weight management diet can be segmented on the basis of the distribution channel and by type. The distribution channel includes store-based retailing and online retailing. The store-based retailing is currently dominating the market scene due to a favorable investment climate in the emerging regions of Asia. However, it is the online-retailing distribution channel which is expected to exhibit a higher growth rate in the coming years. By type, the market is sub-segmented into meal replacement products, slimming teas, supplement nutrition drinks, weight loss supplements, and OTC obesity. The Meal replacement bars are currently in higher demand as compared to normal health bars or shakes. However, the OTC obesity market is expected to grow at a considerably high CAGR over the forecast period.

COMPETITIVE INSIGHTS

The major players in this market include Abbott Nutrition, Atkins Nutritionals Inc, Amway, Creative Bioscience, Glanbia, Danone, Gsk, Iovate Health Sciences, Herbalife, Jenny Craig, Inc., Nestlé, Nutrisystem, Inc., Kellogg Company, Pepsico and Weight

Watchers.

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