

Weight Loss and Weight Management Diet Market Size, Share, and Outlook, 2025 Report- By Type (Plant-based Diet, Low-carb Diet, Paleo Diet, Low-Fat Diet, Mediterranean Diet), Gender (Male, Female), Distribution Channel (Online, Supermarkets and Hypermarkets, Convenient Stores, Independent Retail Stores, Specialty Stores), and Companies, 2021-2032

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Abstracts

Weight Loss and Weight Management Diet Market Outlook

The global Weight Loss and Weight Management Diet market is expected to register a growth rate of 9.3% during the forecast period from \$134.6 Billion in 2024 to \$274.2 Billion in 2032. The Weight Loss and Weight Management Diet market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Weight Loss and Weight Management Diet segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Plant-based Diet, Low-carb Diet, Paleo Diet, Low-Fat Diet, Mediterranean Diet), Gender (Male, Female), Distribution Channel (Online, Supermarkets and Hypermarkets, Convenient Stores, Independent Retail Stores, Specialty Stores). Over 70 tables and charts showcase findings from our latest survey report on Weight Loss and Weight Management Diet markets.

Weight Loss and Weight Management Diet Market Insights, 2025

The Weight Loss and Weight Management Diet Market in 2025 is expanding amid rising

global obesity rates and growing health awareness. Consumers are seeking scientifically backed, personalized diet plans and functional foods designed to promote fat loss, maintain muscle mass, and support metabolic health. Popular diet frameworks include keto, intermittent fasting, low-carb, and plant-based approaches, often supplemented with appetite suppressants, meal replacements, and nutraceuticals. Digital platforms offering diet coaching, tracking, and community support enhance engagement and adherence. The market also benefits from innovations in calorie-controlled convenience foods and beverages fortified with protein, fiber, or metabolism-boosting ingredients. Regulatory oversight ensures safety and efficacy claims, fostering consumer confidence in weight management products.

Five Trends that will define global Weight Loss and Weight Management Diet market in 2025 and Beyond

A closer look at the multi-million global market for Weight Loss and Weight Management Diet identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Weight Loss and Weight Management Diet companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Weight Loss and Weight Management Diet industry?

The Weight Loss and Weight Management Diet sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Weight Loss and Weight Management Diet Market Segment Insights

The Weight Loss and Weight Management Diet industry presents strong offers across categories. The analytical report offers forecasts of Weight Loss and Weight Management Diet industry performance across segments and countries. Key segments in the industry include By Type (Plant-based Diet, Low-carb Diet, Paleo Diet, Low-Fat

Diet, Mediterranean Diet), Gender (Male, Female), Distribution Channel (Online, Supermarkets and Hypermarkets, Convenient Stores, Independent Retail Stores, Specialty Stores). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Weight Loss and Weight Management Diet market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Weight Loss and Weight Management Diet industry ecosystem. It assists decision-makers in evaluating global Weight Loss and Weight Management Diet market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Weight Loss and Weight Management Diet industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Weight Loss and Weight Management Diet Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Weight Loss and Weight Management Diet Industry 2025: Focus on

Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Weight Loss and Weight Management Diet with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Weight Loss and Weight Management Diet market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Weight Loss and Weight Management Diet market Insights Executives are most excited about opportunities for the US Weight Loss and Weight Management Diet industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Weight Loss and Weight Management Diet companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Weight Loss and Weight Management Diet market.

Latin American Weight Loss and Weight Management Diet market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Weight Loss and Weight Management Diet Markets
New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Weight Loss and Weight Management Diet markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Weight Loss and Weight Management Diet markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Weight Loss and Weight Management Diet companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Herbalife Nutrition Ltd., Amway (Alticor Inc.), Nestlé S.A, GNC Holdings, Inc., Kellogg Company, 310 Nutrition, Isagenix International LLC, General Mills, Inc., Danone S.A., Wm. Wrigley Jr. Company, Mondelez International, Inc., Lotte Corporation, Perfetti Van Melle, The Hershey Company, GelStat Corporation, Mars, Incorporated, Arcor S.A.I.C. (Grupo Arcor), GlaxoSmithKline plc, British American Tobacco plc, Orion Confectionery Co., Ltd, Glenmark Pharmaceuticals Limited, The Topps Company, Inc., Simply Gum Inc., Nestlé S.A, General Mills, Inc., Danone S.A.

Weight Loss and Weight Management Diet Market Scope

Leading Segments

By Type

Plant-based Diet

Low-carb Diet

Paleo Diet

Low-Fat Diet

Mediterranean Diet

By Gender

Male

Female

By Distribution Channel

Online

Supermarkets and Hypermarkets

Convenient Stores

Independent Retail Stores

Specialty Stores

Leading Companies

Herbalife Nutrition Ltd.

Amway (Alticor Inc.)

Nestlé S.A

GNC Holdings, Inc.

Kellogg Company

310 Nutrition

Isagenix International LLC

General Mills, Inc.

Danone S.A.

Wm. Wrigley Jr. Company

Mondelez International, Inc.

Lotte Corporation

Perfetti Van Melle

The Hershey Company

GelStat Corporation

Mars, Incorporated

Arcor S.A.I.C. (Grupo Arcor)

GlaxoSmithKline plc

British American Tobacco plc

Orion Confectionery Co., Ltd

Glenmark Pharmaceuticals Limited

The Topps Company, Inc.

Simply Gum Inc.

Nestlé S.A

General Mills, Inc.

Danone S.A.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Amway (Alticor Inc.)

Nestlé S.A

GNC Holdings, Inc.

Kellogg Company

310 NUTRITION

Isagenix International LLC

General Mills, Inc.

Danone S.A.

Wm. Wrigley Jr. Company

Mondelez International, Inc.
Lotte Corporation
Perfetti Van Melle
The Hershey Company
GelStat Corporation
Mars, Incorporated
Arcor S.A.I.C. (Grupo Arcor)
GlaxoSmithKline plc
British American Tobacco plc
Orion Confectionery Co., Ltd
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