

Weight Management and Wellbeing in China

September 2024

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Weight Management and Wellbeing in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Changes to the daily diet are increasingly used for weight management instead of specialised products Weight management products related to nutrition for older people maintain their growth trend A need for enhanced product innovation to solve the homogenisation of meal replacement products

PROSPECTS AND OPPORTUNITIES

Weight management expected to diversify and evolve in the future Multifunctional products will be a focus of innovation in product development within weight management and wellbeing

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DISCLAIMER

DEFINITIONS

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