



Euromonitor
International

Weight Management and Wellbeing in Brazil

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Weight Management and Wellbeing in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased synergies with other industries and the search for practical health drive growth

Herbalife continues to lose ground in the Brazilian market

New communication channels are resumed, and e-commerce continues to advance

PROSPECTS AND OPPORTUNITIES

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Fast demographic changes will contribute to the transformation of the Brazilian market

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