



Weight Management and Wellbeing in Croatia

September 2023

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Weight Management and Wellbeing in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth potential with high obesity rates and poor diets
Sedentary lifestyles and weight gain during the pandemic provide opportunities for players
Further growth hampered by price sensitivity and economic instability

PROSPECTS AND OPPORTUNITIES

Growth as consumers look for easy weight loss solutions
High price of weight loss supplements may limit their growth
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