



# Weight Management and Wellbeing in South Africa

October 2023

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## Weight Management and Wellbeing in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The health and wellness trend remains strong despite economic constraints as consumers focus on their physical appearance

Weight concerns grow in importance in the country due to rising obesity rates

Consumers seek natural ingredients when on a weight management plan

#### PROSPECTS AND OPPORTUNITIES

The ongoing economic environment hinders growth of weight management and wellbeing

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