



Weight Management and Wellbeing in Singapore

October 2023

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Weight Management and Wellbeing in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supplement nutrition drinks sees the most dynamic growth in 2023, although meal replacement remains highly popular

Global inflation places additional price pressure on players

Senna seen as a common and effective ingredient for weight management in slimming teas

PROSPECTS AND OPPORTUNITIES

Alongside slimming teas, manufacturers experiment with RTDs to complement their weight management product ranges

Personalisation to become an even stronger trend as product efficacy comes under consumer scrutiny

Domestic e-commerce set to grow, while cross-border e-commerce will continue to negatively impact licensed distributors

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