

Weight Management and Wellbeing in Italy

September 2024

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Weight Management and Wellbeing in Italy - Category analysis

KEY DATA FINDINGS

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Weight loss supplements face continued decline amidst consumer scepticism and evolving preferences Italian consumers embrace on-the-go meal replacement amidst economic challenges Blurred lines with infusions and perceived inefficacy challenge slimming teas growth

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

DEFINITIONS

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