

Weight Management and Wellbeing in Japan

September 2024

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Weight Management and Wellbeing in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales decline due to the impact of the red yeast rice issue

Shift from dieting to emphasising overall health and nutrition

The trend of promoting nutritional balance over dieting

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A return to growth in the forecast period, with a focus on preventive care

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DISCLAIMER

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