



Euromonitor
International

Weight Management and Wellbeing in Nigeria

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Inflationary pressures and prevailing cultural norms have negative impact on performance
- Weight supplements are increasingly valued for their convenience
- Direct sellers face ongoing challenges

PROSPECTS AND OPPORTUNITIES

- Rising awareness on health and wellness will boost performance, given rising incidence of obesity-related illnesses
- Weight loss supplements and meal replacement products will lead growth
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Consumer Health in Nigeria - Industry Overview

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DISCLAIMER

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