

Weight Management and Wellbeing in Denmark

September 2024

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Weight Management and Wellbeing in Denmark - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift towards holistic health and lower growth in meal replacements Surge in semaglutide products like Ozempic and Wegovy E-commerce growth continues in weight management products

PROSPECTS AND OPPORTUNITIES

Increased product innovation to meet dietary and lifestyle preferences Continued growth in semaglutide sales and its impact on other categories Increasing competition from protein-based products

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DISCLAIMER

DEFINITIONS

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