



Euromonitor
International

Weight Management and Wellbeing in Brazil

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Weight management and wellbeing sees limited growth as categories battle for consumers' share of wallet
Nestlé overtakes Herbalife to secure second place in weight management and wellbeing
Wegovy officially arrives in Brazilian pharmacies, and new competitors set to arrive in 2025

PROSPECTS AND OPPORTUNITIES

Double standards regarding GLP-1 use, and a more realistic consumer outlook on weight management and wellbeing will shape the forecast
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