

Weight Management and Wellbeing in Serbia

October 2024

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Weight Management and Wellbeing in Serbia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers are deterred by the high price of weight management and wellbeing products Healthier lifestyles are naturally reducing demand Key players rely heavily on advertising

PROSPECTS AND OPPORTUNITIES

Convenience factor will support sales as busy consumers look for weight loss support Meal replacement faces strong growth potential Price sensitivity is a recurrent theme

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DISCLAIMER

DEFINITIONS

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