

Weight Management and Wellbeing in Hungary

September 2024

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Weight Management and Wellbeing in Hungary - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales begin to recover in weight management and wellbeing Consumers increase uptake of weight loss supplements BioTech USA extends its overall lead

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Higher purchasing power to support volume growth

Alternative solutions pose a threat to category development

Innovation to have a positive impact on weight management and wellbeing

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DISCLAIMER

DEFINITIONS

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