



Weight Management and Wellbeing in Cameroon

October 2024

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Weight Management and Wellbeing in Cameroon - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise of obesity in Cameroon supports sales of weight management products
Influencer marketing and celebrity endorsements promote weight loss supplements
Rise of natural and herbal weight management solutions, such as slimming teas

PROSPECTS AND OPPORTUNITIES

Slimming teas set to remain popular, while questions remain around OTC obesity medications
Strategic opportunities remain for weight management and wellbeing products
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