

Weight Management and Wellbeing in Latvia

October 2024

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Weight Management and Wellbeing in Latvia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased competition from sports nutrition compromises growth Slimming teas remain popular for weight control Distribution limitations hold back category performance

PROSPECTS AND OPPORTUNITIES

Tough competition will limit growth and place onus on innovation Scope to expand online and direct sales and offer weight management bundles Leveraging natural ingredients provides growth opportunities

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DISCLAIMER

DEFINITIONS

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