



# Weight Management and Wellbeing in Ukraine

October 2024

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## Weight Management and Wellbeing in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Unhealthy lifestyle habits fuelling demand for weight management and wellbeing  
Weight loss supplements remain on top thanks to strong product range and widespread availability  
Herbalife remains on top but the competition is becoming increasingly fragmented

#### PROSPECTS AND OPPORTUNITIES

Growing desire to look and feel good expected to underpin category growth over the forecast period  
Meal replacement set to benefit from convenience and increased competition  
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### DISCLAIMER

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