

Weight Management and Wellbeing in Singapore

January 2025

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Weight Management and Wellbeing in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in demand for weight loss supplement amid regulatory actions

Shift towards holistic health in marketing practices

Direct selling dominates weight management and wellbeing in Singapore, as potential health risks associated with online purchases affect consumer confidence

PROSPECTS AND OPPORTUNITIES

Development and availability of GLP-1 products could have adverse effect on weight management and wellbeing market

Shift towards holistic approach to weight management

Domestic e-commerce growth will continue, while cross-border sales will challenge licenced distributors

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