

Weight Management and Wellbeing in Slovenia

October 2024

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Weight Management and Wellbeing in Slovenia - Category analysis

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2024 DEVELOPMENTS

Demand driven by rising obesity rates and the health and wellness trend

Nutrition changes further support category growth

Market is strongly driven by price sensitivity in 2024

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Weight management products more convenient than lifestyle changes

Government endeavours will further support category growth

Consumers appreciate the array of choices, prices and convenience of e-commerce

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DISCLAIMER

DEFINITIONS

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