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# Weight Management and Wellbeing in Australia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increasing prevalence of obesity linked to demographic factors, as medical professionals strive for a greater understanding of the biology of weight control
- GLP-1 prescription medication off-label use constrained due to supply and regulation
- Gender-based advertising on social media pays dividends over review period

PROSPECTS AND OPPORTUNITIES

- Shifting consumer behaviour, cost-of-living concerns and cross-category competition likely to contribute to falling retail volumes over forecast period
- Rebranding linked to lifestyle empowerment and holistic health lines to ensure category's future relevance
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Consumer Health in Australia - Industry Overview

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DISCLAIMER

## DEFINITIONS

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