



Weight Management and Wellbeing in the United Kingdom

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Meal replacement category continues to fuel industry growth
Retail footprint drives resilience in evolving weight management sector
Digital sales dominate as interest in OTC weight loss drugs fades

PROSPECTS AND OPPORTUNITIES

Modest growth ahead for the UK weight management and wellbeing market
Blurring lines between weight management and holistic health solutions
GLP-1 growth pressures traditional weight management

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025
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Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Consumer Health in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for consumer health?

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MARKET DATA

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DISCLAIMER

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