



Euromonitor
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Weight Management and Wellbeing in Singapore

October 2025

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Weight Management and Wellbeing in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising competition from non-direct-selling brands means falling value sales
Direct sellers lead with strong specialisation in weight loss supplements
Direct selling leads distribution with players competing through differentiation

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Continued high rates of obesity in Singapore should support demand during forecast period
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DISCLAIMER

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