



# Weight Management Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022

*Weight Management Global Market 2017: Key Players Marks and Spencer, BareNaked, Hippeas, Epogee*

PUNE, INDIA, December 28, 2017 /EINPresswire.com/ -- Pune, India, 28th December 2017: WiseGuyReports announced addition of new report, titled "TrendSights Analysis: [Weight Management](#)".

## Summary

"TrendSights Analysis: Weight Management" looks at addressing the evolving needs of weight-conscious consumers.

Widespread media coverage of the high and growing prevalence of overweight/obese individuals globally has heightened awareness of weight management. Consumers generally believe in, and aspire towards, the notion of an "ideal weight," and as such many are taking their personal wellbeing into their own hands by using products that help address their weight concerns.

We are happy to offer a flat 20% discount on this report. Offer ends 30 Dec. 2017.

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## Companies mentioned

Marks and Spencer  
Good Thins  
BareNaked  
Hippeas  
Epogee  
ProLo  
Nuva  
Coca Cola  
The Cracker Drinks Co  
Diageo  
Nauti Seltzer  
Mars

## Scope

- Globally over 80% of consumers are actively trying to manage their weight, whether trying to lose, gain, or maintain.
- Women are more weight-conscious than men and more likely to alter their food habits. Exercise is a more common weight-loss approach among men.
- Consumers are most likely to attribute to sugar to weight gain, compared to other key food groups such as fats and carbs.

## Reasons to buy

- Gain insight into the different routes through which products can align with consumers' weight management - formulation, packaging, and formats
- Compare the presence of this trend in each industry across the FMCG space, and learn what the key opportunities are.
- Identify the innovation implications of Weight Management for your sector.

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