

Weight Management Diets - China - 2022

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This report looks at the following areas:

- Retail market value of weight management products, key drivers, barriers and future trends
- The competitive market landscape
- Innovative marketing activities and new product trends
- Consumers' weight management status and what indicators they use to evaluate the effectiveness of weight management
- The popularity of different weight management products and services
- Perceived benefits of weight management and future interest in weight management concepts

Natural and minimally processed foods beat weight management meal replacements, functional food/supplements and OTC medicine, receiving the highest positive feedback in terms of managing weight products. This suggests that consumers are not solely looking for products that offer weight management as a single health benefit, and products with a natural and less processed positioning will help weight management brands turn themselves into healthy food brands, which will be welcomed by not only weight managers but also health-conscious consumers.

As discussed in Mintel's 2021 Global Food and Drink Trend [Quality Redefined](#), COVID-19 will shift consumers' value priorities towards the need for quality and health. In the weight management market, consumers have established unique rating criteria for an effective weight management product based on their specific goals. Therefore, it will be important for brands to use formulations tailored to a specific weight management area or select the right health indicators to demonstrate their products' effectiveness in marketing communications.

The biggest threat for the weight management food and drink market comes from high prices and lack of flavour variety; these barriers have made it difficult for consumers to turn weight management into a habit, therefore,



"Consumers have established unique rating criteria for an effective weight management product based on their specific goals, and brands will need to focus on finding formulations that are tailored to specific weight management areas."

- Catherine Liu, Senior Research Analyst

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affecting consumer loyalty. Weight management food and drink brands may want to provide affordable product options and diverse flavours to retain users.

Consumers perceive weight management as a tool for holistic health improvement. For example, they look for various health-related benefits ranging from "three highs" prevention to immunity improvement in weight management products. This reveals the biggest opportunity for the weight management food and drink market: embedding wellness philosophies into weight management brand identities. This approach will permit weight management brands to engage in the holistic health conversation, thus making their weight management products more demanding.



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