

Weight Management Trends - US - 2022

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This report looks at the following areas:

- The impact of the pandemic on weight management
- Weight loss goals and motivations to lose weight
- Barriers that prevent success in weight management goals
- Methods and tactics used to manage weight
- Attitudes and behavior toward weight management

With 82% of adults currently managing weight in some capacity, the market for weight management solutions is far reaching. The largest segment of weight managers seeks to lose weight, reflecting the high incidence of being overweight/obese in the US. One of the most significant challenges for the category is sustained engagement, especially as economic uncertainty and inflation give consumers reason to abort costly products/services used to manage their weight.

While the pandemic caused a seismic shift in the way consumers approach managing their health – shifting from convenient quick fixes to taking a more whole body and long-term approach to building a foundation of wellness – it's interesting to note that the largest share of adults (41%) indicate that the pandemic did not have an impact on their weight management. In a post-pandemic landscape, there's opportunity to lean into the swelling holistic movement. Brands can play to self-care trends and support personal health goals by providing individualized recommendations, offering customized products/plans, and tracking progress and goals.



“The movement towards holistic health and self-care – fuelled in part by the pandemic – has become part of the conversation surrounding weight management strategies. It's now imperative that industry players utilize a lifestyle approach for the greatest efficacy and sustainability.”

– Jennifer White Boehm,
Director, US BPCH reports

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