

Diet for Weight Management - China - December 2020

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This report looks at the following areas:

This report examines the following:

- An overview of the trends in the retail weight management market in China
- Consumer weight management habits, motivations, product and service usage
- Popularity of different meal replacement products and their potential usage occasions
- The impact of COVID-19 on consumers' manage consciousness and behaviours

The majority of urban Chinese consumers have become more conscious of weight management. This, together with the rising awareness of the importance of both healthy eating and exercise, have driven the retail sales of various weight management diet market segments (led by meal replacement powder/shakes) in recent years, especially after the outbreak of COVID-19.

As consumers become more sophisticated in their nutrition knowledge, the methods taken for weight management as well as product preferences, are also evolving. For example, consumers are turning away from restrictive products and lifestyles and are focusing more on the positives and the sciences behind. Brands addressing weight management may want to adopt less single-functional and more lifestyle-centric approaches to stay relevant and appealing to consumers in the long run.



“Weight management will evolve to be more than simply improving the looks. It will become a long-term emotive journey for the mainstream healthy-weighted consumers. The majority will be managing their weight as an approach to trigger the feelings of being energetic and happy – an indispensable part of holistic wellbeing.”

– **Laurel Gu, Category Director, 4 December 2020**

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