



SOUTH AFRICAN WEIGHT MANAGEMENT INDUSTRY INSIGHTS REPORTS 2025

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COMPANY OVERVIEW



Insight Survey is a South African, boutique market research agency with more than 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

We believe in the advantage market research gives business leaders to fully understand their industry, facilitate business strategy, improve company performance, and drive company growth.

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QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

WEIGHT MANAGEMENT INDUSTRY REPORT CLIENTS

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Weight Management Industry Landscape Report (98 pages)** provides a dynamic synthesis of industry research, examining the local and global **Weight Management industry** from a uniquely holistic perspective, with detailed insights into the entire value chain – market size, industry trends, innovation and technology, industry drivers and challenges, Weight Management retail and competitor analysis, latest marketing and advertising news, pricing and promotion analysis.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Weight Management Industry Section:

- What are the current market dynamics (production, consumption, imports and exports trade) of the Global Weight Management industry?
- What are the current market dynamics (including size and key players) of the Global Weight Management Medication market?
- Which are the key markets within the Global Weight Management industry?
- What are the latest Global Weight Management industry trends, innovation and technology, drivers, and challenges?

For the South African Weight Management Industry Section:

- What is the STEEP analysis of the South African Weight Management market?
- What are Porter's Five Forces shaping the South African Weight Management market?
- What are the current market dynamics (market size, market value, market volumes, imports and exports trade): 2019-2024 Actual, 2025-2029 Forecasts, and distribution channels?
- What are the latest South African Weight Management industry trends, innovation and technology, drivers, and challenges?

For the South African Weight Management Manufacturer & Distributor Section:

- Who are the key manufacturing players and distributors in the South African Weight Management industry?
- Which popular Weight Management brands and products do the respective companies manufacture/distribute?

For the South African Weight Management Retail and Pricing Analysis Section:

- Who are the key retail players (retail stores, independent retailers, and online stores) in the South African Weight Management industry?
- What are the prices of popular Weight Management brands across South African retail outlets?

98-page report filled with detailed charts, graphs, and insights

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The global Weight Management market is expected to reach an estimated value of approximately US\$427.5 billion in 2025*, as illustrated in the adjacent graph. Moreover, the market is expected to grow at a compound annual growth rate (CAGR) of 7.7% for the forecast period 2025* to 2035**, to reach approximately US\$896.5 billion by 2035**.

- This current and future growth of the market is being driven, in part, by the rising prevalence of obesity, which is resulting in various weight-related diseases and health conditions. As a result, consumers are increasingly turning to Weight Management products for prevention and treatment of obesity, which is fuelling growth across market categories.
- Another key factor driving growth of the global Weight Management market is new technological advancements and personalised nutrition offerings, which are allowing Weight Management companies to expand their product offerings. Specifically, the ability to offer tailored solutions provides manufacturers with the opportunity to target new consumers and potentially increase their sales and revenue.
- Furthermore, the global growth in chronic illness prevalence is another factor acting as a driver for the market, with consumers becoming more proactive in managing their health to prevent disease. As awareness about chronic conditions such as diabetes and hypertension increases, consumers are increasingly demanding functional foods and beverages, low-calorie options, and Weight Management products. This is driving the global Weight Management market, as these products are sought to prevent and treat illness.

- However, the market is facing several challenges, including the intense global competition amongst numerous well-established players that are developing innovative and cost-effective products. At the same time, the side effects associated with these products are negatively impacting on trust and sales, due to safety concerns.
- Additionally, product recalls and safety warnings are also challenging the market by creating negative consumer perceptions regarding specific brands, as well as Weight Management products overall.
- The Weight Loss Supplement market, which forms part of the Weight Management market, is segmented based on type into Liquid, Powder, Softgel, Pills, and Others. The powder segment continued to dominate in 2024, with the largest revenue share of 37.7%. The market can also be segmented based on ingredients into Vitamins and Minerals, Amino Acids, and Natural Extracts/Botanicals, with Vitamins and Minerals holding the largest share in 2023.



* Estimate

** Forecast

SAMPLE FROM REPORT

SA TRENDS, INNOVATION AND TECHNOLOGY, DRIVERS AND CHALLENGES

TRENDS

LIQUID FORMATS TRENDING IN THE LOCAL MARKET

- Liquid format Weight Management products are gaining popularity in South Africa as consumers embrace convenient, fast-absorbing options for weight loss and nutrition.
- As an example of this trend, Youthful Living introduced its Body Fit Metabolic Liquid, a pre-workout drink designed to support healthy weight loss while helping control appetite and cravings.
- Additionally, Lipogon Lab Series launched Slim Fusion liquid, a new slimming and detoxing weight-loss juice, designed to reduce appetite, promote fat burning, and boost lymphatic circulation.
- Finally, Gloom promoted its new Flat Tummy Collection, featuring a stimulant-free Flat Tummy liquid Tonic formulated to boost metabolism, support fat burning, and help curb appetite.



INNOVATION AND TECHNOLOGY

HERBALIFE FORMULA 1 NEW FLAVOUR

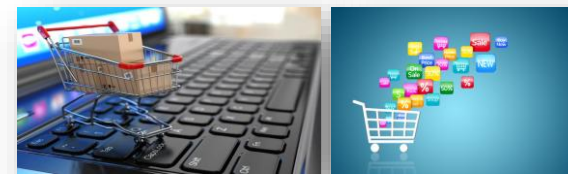


- Herbalife South Africa released a limited-edition Salted Caramel variant of its Formula 1 Nutritional Shake Mix in April 2025.
- The shake is formulated to serve as a balanced meal replacement, offering protein, fibre, and essential nutrients to support Weight Management.
- This seasonal flavour was added alongside Herbalife's existing lineup, and is available through its network of independent distributors.
- The launch is time-limited, with availability dependent on demand and production volumes.

DRIVERS

E-COMMERCE DRIVES GROWTH IN THE LOCAL MARKET

- The growth of e-commerce in South Africa is significantly changing consumer behaviour, particularly in the health and wellness sector. With online retail sales having increased by 40% over the past three years, consumers now have easier access to a wide variety of dietary supplements from their homes.
- In addition, the e-commerce sector in South Africa is expanding rapidly, driven by increasing digital adoption. In 2023, over 76% of South Africans had internet access, a figure expected to rise by approximately 22% by 2029, further fuelling online market growth.
- Moreover, weight loss supplements are accessible through multiple channels, pharmacies, supermarkets, specialty stores, and notably, online platforms, which have become key to expanding market reach by providing product information, customer reviews, and convenient home delivery options.



CHALLENGES

POTENTIAL SIDE EFFECTS CHALLENGE THE MARKET



- In South Africa, concerns around the safety of traditional over-the-counter (OTC) weight-loss products such as fat burners and appetite suppressants are increasing. Many of these products contain stimulant ingredients that may lead to elevated heart rate, insomnia, anxiety, or gastrointestinal discomfort.
- Orlistat, often included as an appetite suppressant, can cause oily bowel movements, bloating, and poor absorption of nutrients. These issues have led to growing scrutiny of products previously seen as convenient or effective first steps in Weight Management.
- As these concerns become more visible, consumers may increasingly question the safety of long-standing OTC products. This could contribute to a shift in the weight-loss market, with users exploring medically supervised or natural alternatives.

SAMPLE FROM REPORT

NUTRITIONAL PERFORMANCE LABS (NPL): COMPANY NEWS



Nutritional Performance Labs Announces BODYREV 9.0

In July 2025, Nutritional Performance Labs announced the launch of BODYREV 9.0, the ninth instalment of its 12-week weight loss body transformation challenge. The programme offered participants meal plans, structured training programmes, and NPL supplement support, with more than R370,000 in cash and prizes to be won.

(28 July 2025)



Nutritional Performance Labs Celebrates 10 Years with Special Birthday Deals

In July 2025, Nutritional Performance Labs' celebrated its 10-year anniversary with a special limited-edition 'Birthday Deals' promotion. The weekend campaign, hosted at Dis-Chem Pharmacies, featured discounts across the full NPL product range, giving customers the opportunity to purchase one item and receive 50% off a second.

(22 July 2025)



Nutritional Performance Labs ProLifestyle Hosts Amino Burn Giveaway

In June 2025, Nutritional Performance Labs' ProLifestyle launched a giveaway, offering customers the opportunity to win one of three tubs of Amino Burn. Formulated with BCAAs, Amino Burn is designed to support Weight Management, enhance energy, and aid recovery. To participate, customers were required to follow the brand's social media pages and tag friends. *(2 June 2025)*



Nutritional Performance Labs Hosts First 'FemmeFit Fest' of 2025

In April 2025, Nutritional Performance Labs hosted its first 'FemmeFit Fest' of 2025, uniting 350 women for a day of fitness, wellness, and community at Pinnacle College Founders Hill in Johannesburg. The event featured a HIIT session with Monique Lopes, a self-defence class by Nicole Koopman, yoga with Tidi Sehlako, and a range of health and fitness vendors. *(14 April 2025)*



Nutritional Performance Labs ProLifestyle Launches Night Time Burn Giveaway

In March 2025, Nutritional Performance Labs ProLifestyle launched a 'Night-Time Burn Giveaway', offering customers the chance to win a three-month supply of its stimulant-free supplement formulated to support Weight Management during sleep. To enter, participants were required to follow the brand's social media pages and tag friends. *(29 March 2025)*



Nutritional Performance Labs Unveils New Packaging for Amino Burn

In March 2025, Nutritional Performance Labs' ProLifestyle highlighted refreshed packaging for its Amino Burn on its Facebook page. The update formed part of a wider packaging refresh across its Weight Management range over the past year, which also included other products in the range such as Night-Time Burn and Thermo Cuts. *(12 March 2025)*



Nutritional Performance Labs ProLifestyle Launches BodyRev Box Combo Giveaway

In February 2025, Nutritional Performance Labs' ProLifestyle launched a giveaway, giving customers the chance to win a BodyRev Box Combo. The combo included three Weight Management products, along with free samples and gear worth R250. To enter, participants were required to follow the brand's social media pages and engage with the giveaway post. *(24 February 2025)*



Nutritional Performance Labs Introduces Amino Burn Sachets

In October 2024, Nutritional Performance Labs' ProLifestyle introduced a sachet version of its original Amino Burn Weight Management pre-workout, offering the same formulation in a convenient single-serve format. Designed for ease of use, the sachets allow customers to simply tear, mix, and consume before training.

(17 October 2024)



SAMPLE FROM REPORT

PRICING ANALYSIS: WEIGHT LOSS SUPPLEMENTS

BRAND AND SIZE						
BIOSLIM Shred-X		60 capsules	R399.00	N/A	R399.99	N/A
GLOOT Balance & Burn		60 capsules	R319.20 (On Promotion)	N/A	R299.99	R599.00
GLOOT Flat Tummy Tonic		250ml	R279.00	N/A	R249.99	N/A
Herbex Attack the Fat		40 tablets	R216.00	R219.99	R189.99	N/A
Herbex Attack the Fat Extra		60 tablets	R234.00	R244.99	R160.00	N/A
Herbex Attack the Fat Mix and Drink Men		400ml	R216.00 (On Promotion)	R254.99	R179.99	N/A
Herbex Attack the Fat Syrup		300ml	R234.00 (On Promotion)	R239.99	N/A	N/A

This pricing analysis was conducted at retail stores and pharmacies during w/c 18 August 2025.

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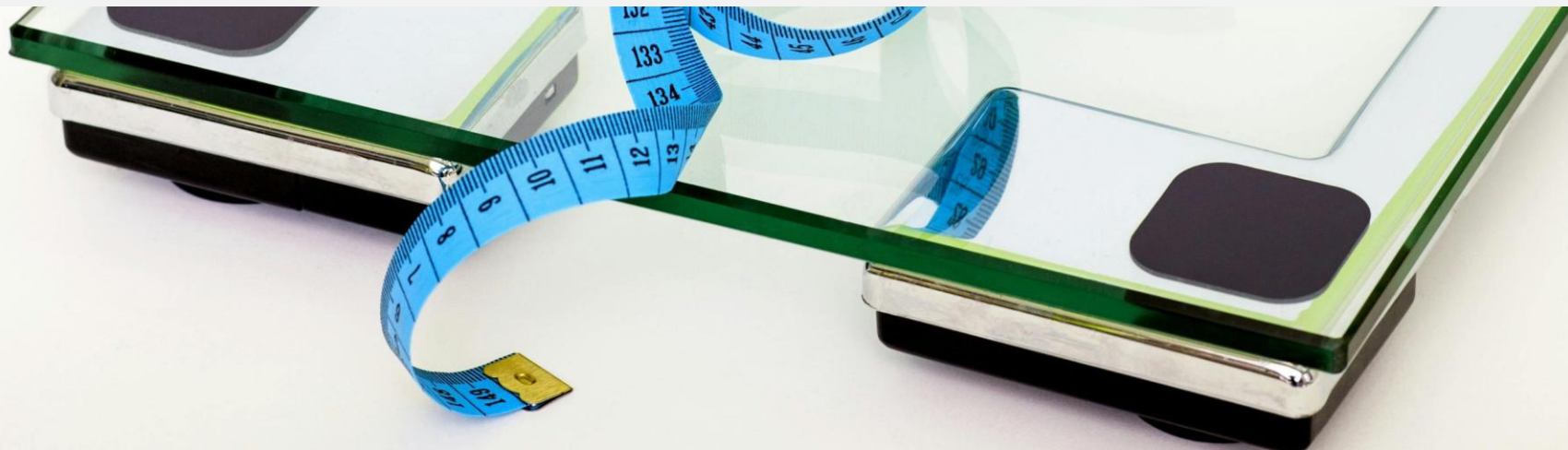
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