

Growth for slimming products in Brazil

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Impressive growth for slimming products in Brazil, by Euromonitor International

Slimming products in Brazil grew by 24% in value terms between 2002-2005, and by 11% in 2005 alone, according to a new report from Euromonitor International – “Health and Wellness Healthcare Products in Brazil”.

Driving this growth is Brazil's strong beauty culture, which not only encourages people to be concerned with their appearance, but has resulted in more and more people taking slimming products, going to the gym and eating a balanced diet.

Another reason for the success of slimming products is the country's rising obesity levels. In 1990, 9% of the population aged 15 or over was obese, but by 2004 this figure had increased to more than 13%. Although obese people account for the minority of the population, the speed with which this condition is spreading is a concern, as is the number of children who are becoming obese.

Slimming tablets hold the largest share of the slimming products market, according to Euromonitor International. Two products have become popular names: Bioslim Quitosana and Coscarque Emagrecedor. Bioslim is a fat absorber which is marketed as a weight loss aid and cholesterol-reducing product, while Coscarque Emagrecedor is made with Carqueja, a popular plant in Brazil, native of tropical and sub-tropical America. Carqueja is claimed to help strengthen liver function and digestive problems. Both Coscarque Emagrecedor and Bioslim are available in slimming tea versions, claiming the same properties.

While slimming tablets dominate the market, meal replacement slimming products are quickly gaining ground, showing the fastest growth within the slimming products market. Euromonitor International's research shows that meal replacement slimming products grew by an impressive 33% in 2005. This strong growth is expected to continue in the next five years, with the sector forecast to grow by 62% between 2005-2010 to be worth R\$345 million in 2010.

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