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PaperTitle **Weight management is becoming mainstream**

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ABSTRACT

There was a time when junk food and poor dietary habits were the top of the popularity list and the health-conscious market paled in comparison. But nowadays we are seeing an interesting shift in consumer attitudes and demands. Consumers are becoming more health-conscious, and the food they eat and the lifestyles they adopt are largely driven by a focus on health and wellness. In response to these changes, and keeping ahead of the trends, the food industry is constantly innovating to capitalize on these changes. This presentation takes a look at these trends, showing how all stakeholders in the health and wellness game - focusing particularly on the food industry - are adapting to ensure they get their piece of the weight management “pie”, which forms an essential part of this health and wellness trend.