

# **NORTH AMERICA WEIGHT LOSS AND WEIGHT MANAGEMENT DIET MARKET FORECAST 2017-2025**

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## **Abstracts**

### **KEY FINDINGS**

The weight loss and weight management diet market in North America generated a revenue of \$5851 million in 2016, thus capturing the largest share in the global markets. The market is expected to grow at CAGR of 2.12% during the forecast period of 2017-2025 and generate \$71025 million by 2024.

### **MARKET INSIGHTS**

The market is mainly driven by the increasing problem of overweightedness and obesity for both men and women and the peak of obesity rates moving to younger ages in these regions. Additionally, technological advancements coupled with unhealthy eating habits and changing lifestyles are creating an upsurge for the market. The main two segments of the market include the distribution channel and the diet markets. The distribution channel consists of online as well as store-based retailers. The demand for online retailing is expected to exceed that of store-based retailers during the forecasted years. The diet type market is majorly being dominated by the Meal replacement bars. The other products in this category include weight loss supplements, slimming teas, supplement nutrition drinks and OTC obesity. The demand for the OTC obesity market is expected rise during the forecast period as compared to other types.

### **COMPETITIVE INSIGHTS**

The major players in the market include Weight Watchers, Iovate Health Sciences, Creative Bioscience, Amway, Gsk, Herbalife, Glanbia Jenny Craig Inc., Nestlé, Kellogg Company, Nutrisystem, Inc., Atkins Nutritionals Inc, Danone, and Abbott Nutrition.

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