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Medical Weight Loss Programs: A Growth Market

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Abstracts

The U.S. weight loss market has entered a new phase of flat to low growth, constrained by a strong shift to do-it-yourself plans, the proliferation of free apps for smartphones, and more healthy eating by consumers. Yet, some competitors are doing well, and many untapped niches exist.

The Affordable Care Act has strengthened the value proposition of medically supervised diet programs and small-mid-sized chains are growing rapidly via franchising. The market is moving in two directions: medical and retail. Report discusses the implications of the ACA's $1,625 Preventative Health Benefit and why it gives medical weight loss programs the edge and momentum over commercial programs.

This is a completely new analysis of the $7.8 billion U.S. medical weight loss market.

Covered dollar value & growth of the medical weight loss market segment (early 1980s to 2014, 2015 and 2019 forecasts), latest market trends and developments, growth of the retail drugstore mini-clinics diet programs, status reports for: weight loss surgery, MD-based programs, hospital and clinic-based programs, Rx diet drugs, bariatricians, VLCD programs. Franchising of medical programs, costs, avg. consumer cost of programs, avg. annual revenues per medical centers, and P&L statement.

Contains 17 in-depth competitor profiles for: Physicians Weight Loss, HMR, Optifast, Lindora Clinics, Smart For Life, Medi-Weightloss, Centers for Medical Weight Loss, Nuviva, Let's Lose, Dr. G's Weight Loss, JumpStartMD, Thinique, Medical Weight Loss of Michigan, CVS Health, Rite-Aid, Wal-Mart, and more.

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