

The U.S. Diet Food Home Delivery Market

<https://marketpublishers.com/r/UBCD60317D6EN.html>

Date: June 2013

Pages: 162

Price: US\$ 995.00 (Single User License)

ID: UBCD60317D6EN

Abstracts

This new Marketdata study examines the \$869 million diet food home delivery or “home meal replacement” market in the U.S. This is a niche segment of the overall weight loss market appealing to the most affluent dieters, that had grown rapidly until the recession hit. Research for this study was based mainly on primary research involving custom Marketdata telephone surveys of company management.

Roughly 40 companies compete. Some ship food nationwide while others provide fresh daily delivery to local markets such as New York City and Los Angeles. Profit margins vary greatly.

The study covers: nature/structure of the market, key demand factors, pricing, distribution & franchising, how companies are formed and operate, profitability/expense ratios, customer mix and demographics, market size (2005-2012, 2013 & 2017 forecasts), management outlooks and opinions of market growth and the competition.

Also Included: Complete Status Report of the Total Weight Loss Market, with outlooks for commercial, medical and retail programs, latest dieter trends, major market developments of 2011-2013, financials for the public diet companies, effects of the recession, ranking of top weight loss companies, 1989-2017 Forecasted market size/growth history, and more.

39 Competitor Profiles: NutriSystem, Jenny Direct, Medifast, Diet To Go, 5 Squares, BistroMD, The Fresh Diet, eDiets Meal Delivery, Chefs Diet, Freshology, Sunfare, Seattle Sutton’s Healthy Eating, HMR At Home, In The Zone, Personal Chef To Go, many more (address, program descriptions, prices, market outlooks, financials when available).

Some Findings

The average monthly cost of a diet/healthy food home delivery plan is \$873.

Most companies held up well during the recession, and diversified into new markets.

We expect the market size to grow 4% in 2013 and 5%/year to 2017.

Most local daily fresh food services serve the LA and NYC markets and don't generate sales higher than \$2-5 million.

Some services have been around 20+ years but the market took off in 2002-2003.

60-70% of customers are female, and clients usually stay on plan 8-12 weeks.

Several new companies entered the market since 2011, with one obtaining \$1 million in investor financing. Franchising usually doesn't work well in this market.

Potential clients range from seniors to college students, working Moms, time-pressed executives, celebrities, and yuppies looking for convenience.

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OVERVIEW OF MAJOR FINDINGS (\$250)

Nature & Structure of The Market

- Why The Demand?

- How Diet Food Home Delivery Services Operate: fresh vs. frozen, daily vs. weekly delivery

- How Diet Food Delivery Companies Are Formed, why some fail, start-up costs

- Number of Companies Offering The Service

- Pricing How Much Does Diet Food Home Delivery Cost?

- Competitors by delivery areas.

Market Size & Growth

- Highlights of all chapters, market size/growth 2005-2017 forecasts, major market trends and effect of the recession on major players, 2013 & 2017 forecasts/outlook, rationale

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The Potential Market– analysis of BestDietForMe.com visitors. Dieters by: gender, age, BMI, starting weight, special foods needs, budget, program location preferred, interest in food home delivery, type food plan desired, prior diet plans used, exercise preferences, psychological support needs (annual averages for 2005-2012)

Percent of dieters that prefer home-based diet plan, that are interested in diet food delivery, that prefer pre-packaged or company diet food (32 quarters' data: 2005-2012)

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Results of phone interviews with management at: The Fresh Diet, Bistro MD, Diet To Go

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2012 Estimate: discussion of revenues/expected growth for 2013

2017 Forecast: discussion of macro factors affecting demand, level of advertising, market maturation, the recession/economy, DIY dieting cycle, possible new competitors

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UFOC franchise data for Seattle Sutton's Healthy Eating

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COMPETITOR PROFILES (\$350)

In-depth company descriptions, history, how the programs work, meal plan pricing, areas shipped to, findings of Marketdata phone interviews with management, company headquarters address/phone /website/key contact persons, distribution/franchising information, 2009-2012 financials for public companies, etc. for

Table: TOP COMPETITOR REVENUES: 2006, 2008, 2010, 2012

5 Squares
3 Hour Diet At Home
Bistro MD
California Chef Services
Chefs Diet
Club Gourmet
Diet To Go
Diet At Your Door
Diet At Your Doorstep
Diet Delivery/TSG Group (Canadian)
Eat Like the Pros
eDiets Meal Delivery
Focus 28 Diet
Freshology
Fresh 'n Fit Cuisine
Gourmet On the Go
HMR At Home (Health Management Resources)
Healthy Connections
Healthy Heart Meals
Healthy Living Foods
In The Zone Delivery
Jenny Direct (Jenny Craig)
Magic Kitchen

Medifast
Nutropia
Nutrifit
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NutriSystem
Personal Chef To Go
Pure Foods, Fresh Start
Rawvolution
Seattle Sutton's Healthy Eating
Spa Meals To Go
Susan's Healthy Gourmet
Sunfare
The Slimdown
The Fresh Diet
Z.E.N. Foods

TOTAL WEIGHT LOSS MARKET: STATUS REPORT (\$250)

Latest 2011-2013 market trends and developments, analysis and discussion
Frugal dieters/creating value diet plans, selling direct to consumers
Major market developments and performance, by market segment discussion
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REFERENCE DIRECTORY

Directory of weight loss market studies, consultants, trade journals and associations

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