

The U.S. Weight Loss Market: 2015 Status Report & Forecast

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Abstracts

This new Marketdata report presents a wrap-up of 2014 performance for the U.S. weight loss market. The value of the market actually declined by 1.1% to \$59.8 billion, largely as a result of slumping diet soft drink sales, and flat performance in most other market segments—including the large chains. The market is forecast to grow by 1.4% this year, as the DIY dieting trend continues. There are bright spots, however, including medical weight loss programs by MDs, and the meal replacements market.

The report covers discussions of: 2014 market performance, recent competitor developments and top management turnover, latest dieter trends, rankings of top diet programs, new programs and ad campaigns for 2015 diet season (by Weight Watchers, Jenny Craig, Nutrisystem), the paradigm shift from diet PRODUCTS to diet SERVICES, dieter demographics/latest trends, why the Affordable Care Act can be profitable for companies providing counseling (who qualifies?), CVS and other drugstore chain's mini-clinic programs, MLM channels weight loss & fitness apps – how big a threat?, new diet books, reasons why market growth is slow – how diet companies can execute better, customize programs, form new retail partnerships, and more.

The U.S. weight loss market has entered a new phase of flat to low growth, constrained mainly by a weak economy and a shift to do-it-yourself plans by consumers. Yet, some competitors are doing well, and many untapped niches exist.

Individual Status Reports for the major weight loss market segments (2014 performance/dollar value, 2015 forecasts) diet soft drinks, artificial sweeteners, health clubs, commercial weight loss chains, health clubs, OTC meal replacements and diet pills, diet websites & apps, medical programs (MDs, hospitals/clinic programs, Rx diet drugs, bariatric plans, VLCD programs), low-calorie dinner entrees, diet books.

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