

Weight Loss Websites: A Market & Competitor Analysis

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Abstracts

This fascinating and groundbreaking new Marketdata study examines the crowded \$842 million weight loss websites market. Research for this study was based on primary research involving an exhaustive analysis of the leading diet website metrics, both public and privately owned companies. 6-year trend data covering online dieter demographics and diet program preferences from 2005-2010 was analyzed—the BestDietForMe.com database proprietary to Marketdata.

Literally thousands of diet websites exist, yet most don't make any money or profit. WeightWatchers.com and SparkPeople are the leaders, with the former taking in \$196 million last year via 1 million paid subscribers. A variety of revenue generating models are used, but the trend seems to be toward free, advertiser-supported sites, rather than paid subscriptions. More review/information websites have appeared, taking their place among product-oriented sites that actually sell a diet program or products.

The study covers: Status of the overall weight loss market, nature/structure of the online dieting market, types of diet websites, revenue models used, how sites obtain traffic (natural vs. purchased), rankings by Alexa, Compete and Quantcast, ad networks, affiliate programs, Google AdSense, online dieter demographics (sex, age, BMI, diet budget, preferred program location, preferred food, previous plans used, etc.), market size (2005-2009, 2010 & 2014 forecasts). Effects of the recession and social media. Also covers methods to value a diet website for sale/acquisition (with a sample valuation) and management outlooks and opinions of market growth and the competition. Rankings/tables for 27 top diet websites: year founded, traffic rank, % from U.S., estimated revenues, sites linked to it, pay per click monthly budget, no. of page views, bounce %, time spent per visitor, % female traffic, whether site accepts ads or uses an affiliate program, has an email newsletter, community support, e-commerce

store, more. A wealth of website data exists, if one knows where to look.

In-depth Competitor Profiles for (.com): 3fatchicks, 50millionpounds, Annecollins, Atkins, BestDietForMe, BiggestLoserClub, CalorieKing, CaloriesCount, ChaseFreedom, Dietwatch, Diet.com, DietsInReview, DukeDiet, Dottie's Weight Loss Zone, eDiets, FreeDieting, Hungry-Girl, JillianMichaels, JennyCraig, Lindora, Medifast, MyAlli, NutriSystem, RevolutionHealth, SparkPeople, TheBestLife, WebMd weight loss clinic, WeightWatchers.

Contents

INTRODUCTION: REPORT SCOPE & METHODOLOGY

EXECUTIVE OVERVIEW OF MAJOR FINDINGS (\$300)

Highlights of ALL chapters: Current trends in the overall weight loss market, Nature and structure of the market, types of weight loss websites, market size & growth: 2005-2014 F, the top diet websites by traffic and/or revenues, demographics & preferences of online dieters, market trends.

Status of the Overall U.S. Weight Loss Market

2009 performance, by segment of the market, major developments

Effects of the recession

2010 forecasts and trends list/discussion

2010 vs. 2009 3rd Quarter performance of the public weight loss companies (Weight Watchers, NutriSystem, Medifast, eDiets.com)

Table: \$ Size of the U.S. weight loss market: 2006-2009, by market Segment

NATURE OF THE ONLINE DIETING MARKET (\$100)

Status report and summary

Market Structure: Description of the different types of diet websites: portals, products sales sites, diet review/information websites, healthcare websites

Qualities of a good website, features

1st, 2nd, 3rd generation diet websites

Different revenue models: paid subscribers vs. ad supported

Free & Low-cost diet websites are stealing market share

The importance of content

Technology issues: buying traffic vs. natural search traffic

Is online dieting effective?: studies and research

Qualities of a great diet website.

MARKET SIZE & GROWTH (\$200)

How many weight loss websites are there?

Estimates of market size by other organizations

Marketdata estimates of market size for 2005-2014

Discussion of actual or estimated revenues of: eDiets.com, NutriSystem, Weight Watchers.com, Medifast, Sparkpeople, The Biggest Loser Club, Jillian Michaels.com,

Lindora Online – rationale for estimates based on number of paid subscribers, based on traffic, published articles, etc.

First 6 months 2010 revenues of 4 public diet companies (Weight Watchers, Medifast, eDiets, NutriSystem)

Effect of competing “brick & mortar” weight loss programs

Lots of competition, little money – why so few diet websites make money

Revenue estimate formulas: Google AdSense, CPM rate they typically pay and why it varies from website to website

Marketdata 2014 Outlook and forecast: 12 Major trends and developments predicted for weight loss websites for 2010 and beyond.

TABLE

Major Weight Loss Website Revenue Estimates for 2009 (for: 3fatchicks.com, 50millionpounds.com, AnneCollins.com, Atkins.com, BiggestLoserClub.com, CalorieKing.com, Caloriescount.com, ChaseFreedom.com, Dietwatch.com, Diet.com, DietsInReview.com, DukeDiet.com, Dwlz.com-Dottie’s Weight Loss Zone, eDiets.com, FreeDieting.com, Hungry-girl.com, JillianMichaels.com, Jenny Craig.com, Lindora.com, Medifast1.com (Medifast), MyAlli.com (Glaxo), NutriSystem.com, RevolutionHealth.com, Sparkpeople.com, TheBestLife.com-Bob Green, WeightWatchers.com)

TRAFFIC: WHO GETS THE MOST AND HOW (\$150)

The importance of traffic and how it affects a diet website’s revenue

Alexa.com traffic rankings – discussion and relevance

Purchased traffic: Google AdWords ads, list of the major ad networks from which to buy traffic

Generating income to cover costs and make a profit: free vs. paid subscribers, the use of affiliate programs (how much \$ they produce, in-house vs. 3rd party systems, how affiliate programs can hurt a website)

Advertising trends: amount spent by the top diet companies

Google AdSense ads – why they can’t be beat

Ad networks: buying traffic cheap and selling it higher: does the model work today?

List of the top ad networks

TABLE:

Alexa traffic rank of the major diet websites (3-month avg. as of April, July, Oct. 2010)
Online Dieters Demographics: Who Are They and

WHAT DO THEY WANT? (\$350)

-Analysis & discussion of what weight loss information consumers look for 2005-2010 data, yearly averages, based on BestDietForMe.com database of quarterly surveys:

Tables

TABLES:

Percentage of online dieters (2005, 2006, 2007, 2008, 2009, 2010 Q1-Q3) by:

gender

Interest in diet program special offers

age

BMI

starting weight

food sensitivities

Weight Loss Surgery Interest

diet budget

Interest in Home Delivery of Diet Food

type of exercise program preferred

preferred program location/types

counseling format preferred

type food plan desired

previous diet plans used

psychological support needs.

For each metric above, discussion/analysis of recent and 6-year trends and findings and effect of the recession. Peak percentages. Seasonal differences.

VALUING A DIET WEBSITE FOR SALE/ACQUISITION (\$100)

Discussion of common formulas for valuing a diet website by traffic, net profits, revenue streams (paid advertising, affiliate programs, email marketing lists/email capture, research), longevity, page rank, intangibles, value of domain name, trademarks – subjective vs. quantifiable factors.

The value of assets such as custom software

How does a website make money? – revenue streams

List of criteria to value a diet website

Valuing traffic

Advertising

Valuation models used: based on net profits earned, multiples of, based on website potential – is it scalable?

Buyers, sellers, brokers: the players in a valuation

Table: Sample website valuation based on income/expenses/assets

COMPETITOR PROFILES: THE MAJOR DIET WEBSITES (\$595)

Summary: Advertiser-friendly and partner-friendly diet websites: discussion In-depth descriptions of each website and its features, weight loss program, discussion of their revenue models and strategies, headquarters address, Alexa.com description.

TABLES:

Major Weight Loss Website General Statistics (year created, Alexa rank, sites linking in, % traffic from United States)

Major Diet Websites' Monthly Total Visits: Ranked – Nov. 2010 (Experian Hitwise)

Major Diet Websites' Monthly Unique Visitors: January vs. October, % spike in January (prime diet month)

Website General Site Statistics (pay per click monthly \$ budget, pageviews, bounce %, avg. minutes spent on the site)

Website General Site Statistics (% female traffic, accepts ads?, has affiliate program? Has marketing partners?)

Website General Site Statistics (has email newsletter?, has community/support features?, has an e-commerce store?)

Competitor Profiles For:

3FATCHICKS.COM

50MILLIONPOUNDS.COM

AnneCollins.com

Atkins.com

BestDietForMe.com

BiggestLoserClub.com

CalorieKing.com

Caloriescount.com

ChaseFreedom.com

Dietwatch.com

Diet.com

DietsInReview.com

DukeDiet.com

Dwlz.com (Dottie's Weight Loss Zone)

eDiets.com (includes 2009-2010 financials, outlook, comments via conference calls with analysts, historical sales, by type)

FreeDieting.com

Hungry-girl.com

JillianMichaels.com

Jenny Craig.com (includes financials, outlook, comments via conference calls with analysts, historical sales, by type)

Lindora.com

Medifast1.com (Medifast includes 2009-2010 financials, outlook, comments via conference calls with analysts, historical sales, by type)

MyAlli.com (Glaxo)

NutriSystem.com (includes 2009-2010 financials, outlook, comments via conference calls with analysts, historical sales, by type)

RevolutionHealth.com

Sparkpeople.com

TheBestLife.com (Bob Green)

WebMd.com (Weight Loss Clinic)

WeightWatchers.com (includes 2009-2010 financials, outlook, comments via conference calls with analysts, historical sales, by type)

Other, Free Weight Loss Websites

Vitabot.com

Reallivingnutrition.com

Nutrihand.com

Nutriinfo.com

CSMNonline.com

REFERENCE DIRECTORY OF WEIGHT LOSS MARKET INFORMATION SOURCES

Name/address list of weight loss consultants, trade groups, magazines and Journals, research companies.

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