

Global Weight Loss & Diet Management Products & Services Market (2010 - 2015)

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Abstracts

Report Description

Obesity and weight gain issues have always been major concerns impacting the health and fitness of the individuals. Increasing levels of awareness amongst the calorie conscious consumers have opened up new avenues and opportunities in this market. The significantly high rate of new product entry in the weight management segment necessitates industry participants to adopt proactive strategies. Moreover, the larger chunk of the market is not only driven by significant products such as fitness devices and food market, but also by added opportunities in the minor market such as for fitness accessories. This imposes further need to understand clearly the characteristics and demand for the micro-markets; so as to obtain a holistic view of the industry. This report analyzes the market dynamics exclusively from the industry point of view. It aims at providing a two-dimensional picture of the market by focusing on all the aspects of weight management and weight loss; that too at the micro market levels. The report also includes segments for food & beverages, drugs & surgeries, services, fitness equipments, and accessories.

The global weight loss & diet management products & services market was expected to be worth \$390.3 billion in 2010 and is estimated to reach \$671.8 billion by 2015; growing at a CAGR of 11.5% from 2010-2015. The device and accessories market accounts for the largest market share with \$143 billion market size as of 2010. Weight management service market is growing at a fast pace and is expected to reach a market size of \$216 billion by 2015; growing at a CAGR of 16.2% from 2010 to 2015. Within the diet and food substitutes market, low calorie beverage market is expected to grow at a significantly fast rate from 2010 to 2015 owing to enhanced network and distribution channels and aggressive marketing by the low calorie brands.

Scope of the report

This research report includes following segments:

Weight management – food, substitutes, and beverages: low calorie ready meals, meal replacement, low calorie confectionaries, low calorie beverages, and other markets.

Weight management – drugs and supplements: general anti-obesity prescription drugs, short-term prescription drugs, OTC drug market and supplements, cosmetics.

Weight management services: dietary services and consultation, alternative therapies, professional services, commercial weight loss food and diet chains, diet food home delivery (fresh and frozen), health club industry, invasive and non-invasive methods of treatment for weight control.

Weight management ingredients market: appetite suppressants and satiety ingredients used in food and beverages, artificial sweetener market, and other ingredients in drugs and supplements.

Weight management devices and accessories market: Cardio-equipments, weightlifting equipments, sports equipments, home gyms and multi-stack gyms, and accessories market

Each section will provide market data, market drivers, trends and opportunities, top-selling products, key players, and competitive outlook. This report also provides market tables for covering the sub-segments and micro-markets. In addition, the report throws light on more than 30 company profiles covering all the sub-segments.

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We conduct detailed market positioning, product positioning, and competitive positioning. Entry strategies, gaps and opportunities are identified for all the stakeholders.

Comprehensive market analysis for the following sectors:

Pharmaceuticals, medical devices, biotechnology, semiconductor and electronics, energy and power supplies, food and beverages, chemicals, advanced materials, industrial automation, and telecom and IT. We also analyze retailers and super-retailers, technology providers, and research and development (R&D) companies.

Key questions answered

Which are the high-growth segments/cash cows and how is the market segmented in terms of applications and materials?

What are market estimates and forecasts; which markets are doing well and which are not?

Where are the gaps and opportunities; what is driving the market?

Which are the key playing fields? Which are the winning edge imperatives?

How is the competitive outlook; who are the main players in each of the segments; what are the key selling products; what are their strategic directives, operational strengths and product pipelines? Who is doing what?

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