

Canadian Weight Loss and weight Loss Management By Diet (Meals, Beverages, Supplements), Equipment (Cardiovascular Training, Bariatric Surgery, Noninvasiv Surgery), And Service (Fitness Centres, Slimming Centers, Consulting)-Forecast to 2019

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Abstracts

Energy imbalance between the calories consumed and expended is the cause for overweight and obesity. There is a change in the dietary and physical activity patterns due to increasing sedentary nature of work, changing modes of transportation, and increasing urbanization. This leads to increase in the body mass index (BMI) which is a main reason for the noncommunicable diseases such as cardiovascular disease, diabetes, musculoskeletal disorders, and cancer. To prevent and treat obesity, which is a major cause for diabetes, CVD, and hypertension, among other diseases and to encourage healthy living, several companies are involved in providing weight loss and weight management products and services.

Major factors driving the growth of the market are growing obese population and childhood obesity, increasing number of bariatric surgeries, increasing memberships in health clubs, technological advancements, rising acceptance of online weight loss and weight management programs, sedentary lifestyle, and increasing government initiatives for creating awareness among obese populations. On the other hand, factors such as availability of low-cost substitutes to weight loss products, availability of free online diet videos and books, and misleading marketing strategies adopted by some players may hamper the market growth.

Key players in the Canadian weight loss and weight management market are Atkins Nutritional Inc., Herbalife Canada, Kellogg Canada Inc., Jenny Craig, Nutrisystem, Herbal Magic Canada, Ethicon, Covidien Canada, Amer Sports Canada, Inc., Johnson

Health Tech. Co., Ltd., TechnoGym, Weight Watchers Canada, eDiets, Calgary Weight Management Center (CWMC), and Herbal Magic Canada.

Scope of the Report

The research report categorizes and analyzes the Canadian weight loss and weight management market on the basis of weight loss diets, weight loss services, and weight loss fitness and surgical equipment.

On the basis of weight loss diets, Canadian weight loss and weight management market is segmented into meals, beverages, and supplements. On the basis of weight loss services, the market is segmented into fitness centers, slimming centers, diet nutrition and physiological consulting services, and online weight loss programs. On the basis of weight loss fitness and surgical equipment, the market is segmented into surgical equipment and fitness equipment. This report is a comprehensive study of current trends in the market, industry growth drivers, and restraints. The report provides exhaustive value market analysis for the years 2012, 2013, 2014, and forecast to 2019.

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