

US Diet Food Delivery Industry Outlook 2020

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Abstracts

The diet food delivery market is rapidly gaining momentum in the US. Its services have increased the convenience of dieters by the diet food being delivered at their door step. The diet food delivery companies provide both fresh as well as frozen food. Currently, the preference of the people is shifting towards frozen food, as it can be consumed during any time and be easily preserved for later use. The end-users of this market include people who seek to lose weight as well as those who want to maintain a particular weight. Moreover, the diet food delivery companies are striving to tap every consumer segment by offering diet food options like those for diabetic and/or old people.

The study, "US Diet Food Delivery Industry Outlook 2020" covers the current and future analysis of US diet food delivery market. It also analyzes the nature/structure of the market by providing a brief about diet food, dieters and diet food delivery services in US. The study further provides insights about the diet food demand based on gender and type of meal. It examines the pricing strategy of industry players and points out the risks involved at all three scales- high, medium and low.

The report covers an operation/distribution model in detail and encompasses the flow from first point of contact to the end-user. In addition, it studies the factors driving the market that will help new entrants or existing players to make their investment decisions. The market challenges have been studied deeply along with the current trends. Increasing obese population in the US is one the major drivers of this market and the diet food delivery companies provide solution for this problem by doing all the hard work for their clients. The scope of the obesity problem in different regions of US has been discussed with an in-depth analysis of the increasing obesity rate in adults for a period of five years. The increasing obesity rate by age group for the year 2014 has been analyzed.

Finally, the report provides an opportunity analysis for new players entering the US diet food market. This analysis has been done on the basis of availability of diet food delivery services in different regions of the country.

In the competitor profile section, the report covers key information of the major players such as Medifast, Inc., Nutrisystem, Inc., The Fresh Diet, HMR Weight Management Services, The South Beach Diet, Weight Watchers, Blue Apron, Jenny Craig, Chefs Diet, and Seattle Sutton's Healthy Eating.

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