

The U.S. Diet Food Home Delivery Services Market **May 2011**

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Market Size & Growth (\$150)

37-50

- *Results of phone interviews with management at: The Fresh Diet, Bistro MD, Seattle Sutton, 5 Squares, In The Zone Delivery
 - * Various methods used to estimate market size: individual competitor sales vs. number of potential customers and avg. value per customer
 - * 2010 Estimate: discussion of revenues/expected growth for 2009, 2010
 - * 2014 Forecast: discussion of macro factors affecting demand, level of advertising, market maturation, diet food delivery concept's position in product life cycle, the recession, possible new competitors
 - * Factors affecting demand and growth in 2009, 2010 to 2012 – discussion.
 - * Estimated 2009, 2010, 2011 sales, by competitors (top 8 plus other competitors).
- Table: Estimated market size: 2005 – 2014 forecast

Profitability & Operating Expense Analysis (\$75)

51-57

- * Medifast, NutriSystem, eDiets.com 2008-Q1 2011 financial data, income, expenses by type, 2011 outlooks and results of latest conference calls.
- * UFOC franchise data for Seattle Sutton's Healthy Eating
- * Gross profit margin comparisons for 2008-2010, factors affecting profitability

Competitor Profiles (\$300)

58-122

In-depth company descriptions, history, how the programs work, pricing, areas shipped to, findings of Marketdata phone interviews with management, company headquarters address/phone /website/key contact persons, distribution/franchising information, 2008-2011 financials for public companies, etc. for...

- NutriSystem
- Jenny Direct (Jenny Craig)
- Medifast
- eDiets Meal Delivery
- 5 Squares
- 3 Hour Diet At Home
- Bistro MD
- Chefs Diet
- Diet To Go
- Sunfare
- Club Gourmet
- Diet Delivery/TSG Group (Canadian)
- Freshology
- Gourmet On the Go
- HMR At Home (Health Management Resources)
- Healthy Living Foods
- In The Zone Delivery
- Mediterranean Meals
- Nutrition In Motion (Canadian)
- Nutrifit
- Personal Chef To Go
- Pure Foods
- Rawvolution
- Seattle Sutton's Healthy Eating
- Susan's Healthy Gourmet
- The Slimdown
- The Fresh Diet.

Total Weight Loss Market: Status Report (\$250)

123-159

- * Latest 2009-2011 market trends and developments, analysis and discussion
- * Frugal dieters/creating value diet plans, selling direct to consumers
- * Major market developments and performance, by market segment - discussion
- * Estimated number of dieters, by sex, by diet methods used
- * Effects of recession, 2010 performance & outlooks for: commercial chains, diet food delivery services, weight loss websites, OTC diet pills and meal replacements, diet foods, diet soft drinks, artificial sweeteners, medical weight loss programs, prescription drugs, health clubs industry.

Tables:

- 1989-2014 F sales for all 10 market segments: 21 year view of the industry, through past recessions and growth periods.
- The top diet companies, by 2008 & 2010 sales
- Comparative cost of different kinds of diet programs
- Projected growth rates for each weight loss market segment to 2014
- Average cost of diet plans by type program
- Number of U.S. dieters by type program, 2011 estimates

Reference Directory

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- * Directory of weight loss market studies, consultants, trade journals and associations