

# **The U.S. Diet Food Home Delivery Services Market** **February 2009**

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- \* The Potential Market- analysis of **BestDietForMe.com** visitors. Dieters by: gender, age, BMI, starting weight, special foods needs, budget, program location preferred, interest in food home delivery, type food plan desired, prior diet plans used, exercise preferences, psychological support needs (2007-2008, Q3 2008, Q4 2008, Q4 2007)

- \* Percent of dieters that prefer home-based diet plan, that are interested in diet food Delivery, that prefer pre-packaged or company diet food (16 quarters' data: 2005-2008)

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- \* 2008 Estimate: discussion of forecasted revenues/expected growth for 2008, 2009
- \* 2012 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 sales, by competitor.

## **Competitor Profiles** 76-141

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, 2006-2008 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
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**Reference Directory** 142-146

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

