

New Market Study...

Online Dieter Research - Quarterly Report 3rd Quarter 2011

October 2011

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Based On Daily Visitors Completing The BestDietForMe.com Survey

Report Description

Marketdata Enterprises (the leading analyst of the weight loss market since 1989) operates a website: **BestDietForMe.com**. This site is now one of the leading weight loss information and analysis portals on the Internet. BestDietForMe essentially is a real-time data collection vehicle to monitor national online dieter behavior, daily. A total of 2,007 people were included in the 3rd quarter 2011 sample--people that filled out an in-depth 40-question online survey. **Comparative data for the 3rd quarter of 2010 and 2nd quarter of 2011 are included in this report.**

Each quarter, Marketdata compiles and analyzes the responses of this sample, producing a wealth of statistics that are compared to previous quarters. The service was begun with the 1st quarter 2005. Companies seeking to measure shifting online dieter preferences for types of weight loss programs, food/exercise/budget/support & motivation and other preferences, will find these reports extremely helpful in tracking fickle dieter behavior. The service is applicable to: providers of weight loss programs/products, health clubs, ad agencies & PR firms with weight loss clients, diet website operators, low-cal food & beverage/diet food mfrs., hospitals & surgeons with weight loss programs—any company trying to reach dieters online.

Statistical tables are supplemented by in-depth analyses and commentary, based on Marketdata's ongoing research and 22- year knowledge of the weight loss market.

More...

Metrics Tracked

Each quarterly report will track 112 measures, including the following:

- gender
- age (5 categories)
- BMI (body mass index (separately for 5 categories, 18.5-40+)
- Percent opting in for special offers from diet companies
- Percent leaving first name
- Pregnant or nursing percentage
- Medical conditions, percent indicating at least one
- Their diet budget (separately for 6 categories: under \$250 to \$3,000+)
- Preferred weight loss program location (separately for 8 locations: home, weight loss center, hospital, worksite, health club, healthcare pro's office, residential facility, celebrity program)
- Interest in weight loss (bariatric) surgery – percent
- Interest in home delivery of diet food – percent
- Preferred diet counselor format (separately for: self-directed, 1-to-1, small group, large group)
- Type food plan desired (separately for: grocery store food, pre-packaged diet co. food, meal replacements, liquid supplements)
- Percent interested only in diet plans with pre-planned daily menus
- Percent with special food needs, allergies, food sensitivities
- Readiness to begin a diet program (immediately-6 months)
- Previous types of diet plans used (percent by 18 types)
- Exercise preferences (separately for: online coaching, personal trainer, on-site classes, etc.)
- Psychological support needs: percent identified by BestDietForMe.com analysis as needing... emotional eating support, stimulus control, social eating skills support

Also Included...

- Discussion and analysis of the online dieting market: nature, market size.
- Full year 2010 and 1st six months 2011 performance, financials and company developments, for: eDiets, Medifast, NutriSystem, and Weight Watchers.
- Latest diet market trends: 2011 diet season, findings of Sept. 27th MDPA industry conference, Canadian diet market size, latest rankings of top diet programs by Consumer Reports, U.S. News & World Report, Baby Boomer obesity rates, ComScore diet website rankings, search activity.
- **Diet Websites Market – New Study's major findings** of market size, 6-year trend data of online dieter demographics, top competitors' revenues, ranking of top 27 diet website by traffic e
- **Complete May 2011 Status Report of the TOTAL weight loss market**, by segment, 2006-2010 growth for: commercial chains, medical programs, diet food home delivery, retail meal replacements, diet entrees, OTC diet pills, diet drugs, weight loss surgery, diet websites, more.
- Discussion of major weight loss market developments: **effects of the recession**—segments most likely to benefit/lose, trends in diet program marketing/advertising, 2011 “diet season” progress, dieter demographics—no. of dieters by type program/method, top diet trends for 2011, 2014 Forecasts.
- Nature and size of online dieting market, evolution, changes
- **Latest Alexa rankings of the top diet websites** (April, July, Oct. 2011 traffic)
- Forecasts and early identification of key trends. Diet company costs per client acquisition.
- **Tables:** the entire U.S. weight loss market and its 10 segments, with 2006-2010 sales,
- **Table:** Top 8 commercial chains' revenues for 2006-2010
- **Reference Directory** of Weight Loss Industry Information Sources.

Note: This report does not contain state or city data.