

The U.S. Diet Food Home Delivery Services Market July 2013

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- Avg. monthly plan costs for 17 companies	
- 2005-2017F market revenues	
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* Scope of the obesity problem: no. overweight/obese, by age, income	
* Demographics of The Typical Dieter Overall – Why diets fail, number of dieters by sex, frequency of diet attempts, most popular diet methods and products used major dieting trends of 2011-2013	
* 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 (annual averages for 2005-2012)	
* Percent of dieters that prefer home-based diet plan, that are interested in diet food delivery, that prefer pre-packaged or company diet food (32 quarters’ data: 2005-2012)	
* Number of dieting attempts per year (1989-2007)	
* Customer demographics for Jenny Craig (Jenny Direct), NutriSystem, other diet food delivery companies	
* Customer acquisition costs.	
* Estimated number of dieters by type program used; 2012	

Market Size & Growth (\$150)

37-47

- * Recent financial performance of NutriSystem, acquisition of eDiets.com by ASTV
 - * Results of phone interviews with management at: The Fresh Diet, Bistro MD, Diet To Go
 - * Various methods used to estimate market size: individual competitor sales vs. number of potential customers and avg. value per customer
 - * 2012 Estimate: discussion of revenues/expected growth for 2013
 - * 2017 Forecast: discussion of macro factors affecting demand, level of advertising, market maturation, the recession/economy, DIY dieting cycle, possible new competitors
 - * Factors affecting demand and growth in 2009 to 2012 – discussion.
 - * Estimated 2009, 2010, 2012 sales, by competitors (top 8 plus other competitors).
- Table: Estimated market size: 2005 – 2017 forecast

Profitability & Operating Expense Analysis (\$75)

48-52

- * Medifast, NutriSystem, eDiets.com 2009-2012 financial data, income, expenses by type, 2012 performance and information from latest conference calls.
- * UFOC franchise data for Seattle Sutton's Healthy Eating
- * Gross profit margin comparisons for 2008-2012, factors affecting profitability

Competitor Profiles (\$350)

53-128

In-depth company descriptions, history, how the programs work, meal plan pricing, areas shipped to, findings of Marketdata phone interviews with management, company headquarters address/phone /website/key contact persons, distribution/franchising information, 2009-2012 financials for public companies, etc. for...

Table: Top competitor revenues: 2006, 2008, 2010, 2012

- 5 Squares
- 3 Hour Diet At Home
- Bistro MD
- California Chef Services
- Chefs Diet
- Club Gourmet
- Diet To Go
- Diet At Your Door
- Diet At Your Doorstep
- Diet Delivery/TSG Group (Canadian)
- Eat Like the Pros
- eDiets Meal Delivery
- Focus 28 Diet
- Freshology
- Fresh 'n Fit Cuisine
- Gourmet On the Go
- HMR At Home (Health Management Resources)
- Healthy Connections
- Healthy Heart Meals
- Healthy Living Foods
- In The Zone Delivery

Continued...

- Jenny Direct (Jenny Craig)
- Magic Kitchen
- Medifast
- Nutropia
- Nutrifit
- Nutrition In Motion (Canadian)
- NutriSystem
- Personal Chef To Go
- Pure Foods, Fresh Start
- Rawvolution
- Seattle Sutton's Healthy Eating
- Spa Meals To Go
- Susan's Healthy Gourmet
- Sunfare
- The Slimdown
- The Fresh Diet
- Z.E.N. Foods

Total Weight Loss Market: Status Report (\$250) 129-157

- * Latest 2011-2013 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, 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:

- 1989-2017 F sales for all 10 market segments: 24 year view of the industry, through past recessions and growth periods.
- The top diet companies, by 2010 & 2012 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, 2012 estimates

Reference Directory 158-162

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

