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

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* How Diet Food Delivery Companies Are Formed, why some fail, start-up costs
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* Pricing - How Much Does Diet Food Home Delivery Cost?
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* Highlights of all chapters, market size/growth - 2005-2017 forecasts, major market trends and effect of the recession on major players, 2013 & 2017 forecasts/outlook, rationale
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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 (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)
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* 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.

**Table:** Estimated market size: 2005 – 2017 forecast

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* Gross profit margin comparisons for 2008-2012, factors affecting profitability

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