

# **The Multi-Level Market For Weight Loss Products**

**April 2014**

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## **Size & Growth of the Worldwide and U.S. Market** (\$200)

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- \* Discussion & summary of available information
- \* Analysis of the last recession's effect on recruitment of MLM distributors
- \* Analysis of weight loss/wellness products as percent of total direct selling sales
- \* Average yearly sales of weight loss products per MLM distributor: data from Medifast, Herbalife, Visalus, Pharmanex, Marketdata estimates.

### Tables:

- Estimated direct selling \$ value in the U.S: 1992-2012, annual % chg.
- Estimated number of active direct salespeople in the U.S: 1992-2012
- Estimated percent of direct sales accounted for by weight loss products, vitamins and supplements in the U.S.: 1995-2012
- Weight loss meal replacement products \$ sales, by MLM channel: 2001-2011
- Weight loss OTC diet pills \$ sales by MLM channel: 2001-2011
- Combined meal replacement and OTC diet pills \$ sales, by MLM channel: 2001-2011
- No. of Herbalife distributors in North America: 2006-2013
- Herbalife's weight management product sales, as % total company sales: 1999-2013
- Historical estimate of some leading MLM company weight loss product sales in the U.S.: 2001-2013
- Estimated Worldwide MLM weight management product sales, by company: 2013 (25 companies)

## **Profiles of The Major Competitors** (\$495)

56-104

(Company address/contact info., history, description, products sold, prices, strategy, countries they compete in, revenues when available-actual or estimated, no. of distributors, recent developments, etc.)

- Advocare
- AMS health Sciences
- Conklin Company
- GNLD Intl.
- Herbalife Intl.
- Immunotec
- Isagenix
- Lifestyles USA
- Lifewave
- LovingWorks LLC
- Mannatech
- Morinda
- Nature's Sunshine
- NHT Global

- Nikken
- Pharmanex (Nu-Skin Intl.)
- Relive Intl.
- Shaklee
- Sportron
- Symmetry Corp.
- Synergy Worldwide (Nature's Sunshine)
- Univera
- USANA Health Sciences
- Visalus (Blyth Corp.)
- Vollara

**Reference Directory of Sources**

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\* Direct selling/MLM trade groups, magazines, special reports, surveys and analysts: name/address/contact information.