The U.S. Weight Loss & Diet Control Market  
(14th Edition: May 2017)

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* Jenny Craig
* NutriSystem
* Medifast
* Health Management Group (Diet Center, Physicians Wt. Loss)
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- 2016 Status Report of the market: estd. Channel sales (diet pills, meal replace.), findings of
  Nutrition Business Journal (NBJ) research, top diet pill brands sales: 2015, top meal
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- Why growth outlook is strong for meal replacements, preferred by MDs, MLMs, commercial
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**The Weight Loss (bariatric) Surgery Market** ($250)

- Discussion of gastric bypass & lapband procedures, why demand grew strongly to 2007, status report, 2016 estimated surgeries, 2017 & 2022 forecasts, costs per surgery by type payor, pros/cons, who qualifies, **effect of Obamacare** on coverage by 25 state exchanges
- Surgery utilization and outcomes, mean cost per surgery
- Major insurers’ coverage today, status report, Medicare position, role of liaison firms (The Wish Centers, Barix Clinics, Liv-Lite, Journey Lite - addresses), avg. cost of surgery.
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- Discussion of viewing obesity as a disease, major obesity medications used today, FDA position, role of MDs, commercial chains’ involvement with diet drugs, why it’s tougher than thought to develop anti-obesity drugs that are effective and with minimal side effects.
- Status Report: Contrave, Qsymia & Belviq sales & outlooks, FDA rejections of: Acomplia, Taranabant, other Rx diet drugs
- Other new obesity drugs in development: Saxenda, Beloranib, Mirabegron
- Existing drugs used (Xenical, Phentermine) - descriptions
- Marketdata’s 2017 and 2022 outlooks for prescription diet drugs, effect of new drugs on mkt.
  Size, discussion of this market’s potential vs. drawbacks, overcoming MD and consumer attitudes, side effects, effectiveness. Moderate weight loss not enough for most dieters.

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- Exercise DVDs mkt., summary, top names in the field, categories, top distributors, mkt. size
- Marketdata estimates of combined diet books/exercise DVDs mkts. For 2016, 2017,
  Outlooks and rationale, popularity as DIY method.
- Table: $ sales of diet books & exercise DVDs: 1989-2022 F

Reference Directory of Weight Loss Information Sources

- Industry & government trade associations, journals, newsletters, magazines, consultants