

The U.S. Weight Loss Market: 2015 Status Report

(A Market Research Analysis)

- January 2015 -

This report has been independently prepared by utilizing a comprehensive variety of "primary" and "secondary" information sources and techniques, including: in-depth telephone interviews, analyses of: other market surveys, trade journals and trade association research, competitor literature, government agency and other data, custom searches of business databases and the Internet, combined with original Marketdata compilations, analyses, and forecasts.

This "off-the-shelf" report is equally applicable to: owners/managers and franchisors of weight loss companies, diet product manufacturers, pharmaceutical firms, physicians, hospitals, corporate wellness program directors, health clubs, health promotion information publishers, insurers, securities analysts at brokerage firms, banks, industry consultants, industry trade groups, infomercial producers, advertising agencies, government healthcare agencies, venture capitalists and merger and acquisition candidates.

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