# The U.S. Weight Loss & Diet Control Market
## (13th Edition: April 2015)

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- 2015 Status Report of the market: estd. Channel sales (diet pills, meal replace.), findings of
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- Surgery utilization and outcomes, mean cost per surgery
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Company Profiles: Detailed descriptions of companies/plans, program revenues:
   Health Management Resources, Optifast (Nestle)
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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

Tables: prescriptions written and $ sales for: Meridia, Xenical, Phentermine,
- Marketdata’s 2015 and 2019 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.

The Diet Books & Exercise DVDs Market  ($150)  

- Overview of total book buying market, the rise of e-books
- Diet books – nature of the mkt., new 2014 & 2015 diet books, buyer demographics, what makes Bestsellers, book buyer demographics, recent titles by Dr. Phil, Al Roker, Jillian Michaels
- Exercise DVDs mkt., summary, top names in the field, categories, top distributors, mkt. size
- Marketdata estimates of combined diet books/exercise DVDs mkt.s. For 2014, 2015, 2019,
- Outlooks and rationale, popularity as DIY method.

Table: $ sales of diet books & exercise DVDs: 1989-2019 F

Reference Directory of Weight Loss Information Sources  

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