The U.S. Weight Loss Surgery Market

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Table of Contents

Overview of the Total U.S. Weight Loss Market

- Discussion of diet market mega-trends: shift from diet products to services, medical programs gain momentum under ACA, what’s wrong with commercial chains, importance of counselors, franchising pros & cons, consumer clean eating trend, move to retail outlets
- Performance of 2015 & 2016 diet seasons, discussion of rise of MLM firms, DIY trends, company programs, competition from apps, advertising strategies
- 2016 market forecasts and trends
- Summary of major market developments & trends of 2013-2016
- $ size of market and its 9 segments, forecasted 2015-2019 growth rates for segments

Tables:
- 2013-2015 $ value of diet products vs. services

The Weight Loss (bariatric) Surgery Market

- Discussion of gastric bypass & lap band procedures, why demand has grown strongly
- FDA approval of gastric balloon device by Apollo Endosurgery (Orbera) – technical trends
- List of surgery device manufacturers
- costs per surgery by type payor, pros/cons, who qualifies
- Effect of Obamacare on coverage by 23 state exchanges
- Surgery mkt. smaller than thought – better data from government/AHRQ data proves 2009-2012 decline, revisions of prior estimates based on ASMBS estimates
- Surgery utilization and outcomes, mean cost per surgery, operations for Medicare patients
- Historical & Forecasted Market Size, Growth, Outlook
- Major insurers’ coverage today, ASMBS lobbying efforts, Medicare position
- Role of liaison firms (The Wish Centers, Barix Clinics, Liv-Lite, Journey Lite - addresses)
- Mean avg. cost of surgery.
- Types of surgery: Roux-en-Y, lap banding, minigastric bypass, sleeve, consumer pros/cons
- Patient demographics: by race, age, gender, BMI (BOLD database)

Table: No. of bariatric surgeries performed: 1992-2020 F
Table: $ value of the market: 1992-2020 F, 4-year outlook
- Associations: ASBS, Obesity Action Coalition, increased lobbying efforts.

Reference Directory of weight loss industry sources