

The Market For Self-Improvement Products and Services

August 2021 - 13th Edition

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Tables:

- Size of the total professional speaking market: 2005-2025F
- Speaking fees by person: top speakers
- Estimated annual income of the top speakers: 2016 & 2020

In-depth profiles of top self-improvement experts/celebrities - descriptions of their organizations, biographies, revenue estimates/actual when available, products/services offered, books authored, speaking fees, consulting, specialties, headquarters address, websites, for...

...Anthony Robbins, Oprah Winfrey, Joel Osteen, Eckhart Tolle, Gabby Bernstein, Jack Canfield, Mark Victor Hansen, Deepak Chopra, Suze Orman, Marianne Williamson, Brendon Burchard, Brian Tracy, Dr. Phil McGraw, Dr. Laura Schlessinger, Robert Kiyosaki, Robert Allen, John Gray, Iyanla Vanzant, Les Brown, Tom Hopkins, Spencer Johnson, Barbara DeAngelis, John Kabat-Zinn, Danielle LaPorte, Mastin Kipp, Lewis Howes, John Maxwell, Jay McGraw, Paul McKenna, Tim Ferriss, Dave Ramsey, Gary Vaynerchuck, Mel Robbins, Malcomb Gladwell

The Personal Coaching Market

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- * Definition & summary of the market, number of active coaches in U.S., worldwide, coaching specialties, differences between coaching and consulting, corporate vs. personal coaching, most common myths about coaching, phone coaching
- * Results of 2020 ICF consumer awareness studies, why people use coaches, why they don't, their objectives, by sex, age
- * Status report of the market, topics in demand, corporate vs. consumer customers
- * Findings of interview with ICF President: mkt. trends, growth, outlook, status
- * The market's major trade groups and periodicals (address list)
- * Coaching metrics: Avg. annual earnings, fees, no. of clients, outlook, extensive operating ratios
- * Market \$ size and projected growth, 2008-2019 2020, 2021, 2025 estimates & forecasts – **PricewaterhouseCoopers Survey** findings, consumer attitudes & awareness of coaching services, Marketdata estimates
- * Profiles of top coaches: Bernie Siegel, Colleen Bracken, Diane Brennan, Pat Mathews, Pat Boney, Kay Cannon
- * List of major coaching periodicals.

The Direct Response Market: Infomercials

172-192

- * Discussion & analysis of infomercials as a sales/advertising medium, reasons for growth in popularity and doubling since 1996, emerging trends, mkt. size, 2016-2020, status report, \$ media billings by topic, why infomercials are popular
- * Effects of the pandemic & recession on sales, why the market help up well and grew in 2020
- * **Demographic profile** of infomercial buyers from: Electronic Retailing Assn. (by sex, age, income, why they buy, how much, how often, top motivating factors, DRTV demographics)
- * List of top 100 long and short-form infomercials, top 100 (Jordan Whitney) – show name, products, distributor
- * **2021-2025 Marketdata growth forecast**, historical share of total info. Sales by self-improvement programs, analysis of 2018-2019 top shows and categories
- * List of top infomercial producers.

- * List of leading infomercials of past decade (producer, \$ sales, etc.)
- * List, brief descriptions of other infomercials for: weight loss, relationships, general motivational, business opportunities.

Tables:

- 2009, 2013, 2015, 2016, 2018 media billings, by topic
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- * Data from NPD Group (NPD Bookscan) and StatShot Annual Report
- * Discussion of anti-self-help book publishing trend, examples of recent bestsellers
- * List of bestselling self-improve. books in 2019, 2018, 2016 (units sold, \$ sales, authors),
- * Summary of **“new age” bookstores mkt.:** chains vs. independents, how many in the nation, products sold, growth, customers, specialties. estd. sales, share of sales by major topics
- * Marketdata and Simba Information \$ estimates of size of self-improvement books mkt., 2003, 2005, 2007, 2009, 2013, 2016, 2018, **2019, 2020**, the major book distribution channels.
- * Discussion of increased focus by publishers on male and Millennial readers
- * Discussion/analysis of the diet books market, buyer demographics, what makes a bestseller, \$ mkt. value, list of best-selling diet books since mid-1980s.

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- * Market status and growth (2011-2025 forecasts), strong unit sales growth in 2018-2020, buyer demographics, popularity rank for 14 topics, where audiobooks are purchased, segments, total audiobook sales vs. share for SI audiobooks, major competitors.
- * Latest 2020 **APA consumer survey results** on market growth, audiobook formats, sales trends, comparisons to earlier surveys, NPD Group survey findings
- * Consumer spending on audiobooks was very strong in 2020, discussion
- * Audiobook Buyer Demographics
- * Latest audiobook user surveys by Consumer Electronics Assn., APA, etc. (frequency of use, no. bought, where listened to, etc.) – why Marketdata estimates differ from APA’s
- * Self-improvement audiobooks mkt. size vs. total spoken audio mkt.
- * Leading publishers address list (address, phone, key titles published): Harper Audio, Simon & Schuster, New Star, Nightingale-Conant, Random House, TIME Warner, etc.)

Table: Estimated U.S. Retail Sales of All Audiobooks & self-improvement audiobooks: 2009-2025F

Company profiles: Nightingale-Conant, Audible.com, Centerpointe Research Institute.

(Self-improvement workshops, seminars, courses, retreats, training organizations)

- * Discussion of overall market status and 16 U.S. centers' philosophies, course offerings and prices, enrollments, growth since 1960s, nonprofit/for-profit status, specializations, estd. & actual revenues/budgets, workshop topics in demand, mkt. size and 2023 forecasts.
- * Status of the market in 2020, pandemic devastate most facilities closed by lockdowns
- * Address List of top centers in the U.S., directors' names, 2018 attendance for each center

Table: Estim. revenues in 2013, 2016, 2018, 2019, 2020 for the top institutes and training organizations

In-depth Company Profiles

Holistic Institutes

- * Descriptive profiles and background, sample courses, no. attendees, for leading facilities: Omega Institute, Esalen Institute, New York Open Center, Oasis Center, Naropa, Option Institute, Wainwright House – 2019 financial statements/budgets/expenses by type

Training Organizations

- * Franklin-Covey Co. – profile, history, training/consulting vs. retail business, financials: 2008-2020
- * Sandler Training – profile, services, history, estd. revenues
- * Dale Carnegie Training – profile, services, history, estd. revenues
- * Toastmasters International – profile, services, history, actual revenues
- * Hay House – profile, services, history, estd. revenues.

The Public Seminars Market

- * Discussion/analysis of large group vs. small group seminars, difference in cost structure, profitability, fees, individual speakers doing public seminars, mkt. size and status report, why this is a difficult model to make profitable, estd. mkt. size., IRS Form 990 fiscal 2016-2020 actual revenues/expenses/profit statements)
- * Discussion: Pandemic's effect on the market was significant, some shifted to virtual events

Table:

The Leading Public Seminar Competitors: Revenues for 2011-2020

Company Profiles: (Description of company operations, courses, specialties)

- Fred Pryor/CareerTrack (Park University)
- Learning Strategies Corp.
- Skillpath Seminars (Graceland Univ.)
- National Seminars Group (Rockhurst Univ.)
- Landmark Education
- Success Resources America (formerly: Peak Potentials)

Status Report of The U.S. Weight Loss Market

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- * Summary/status of the industry in 2019-2020-- recent and emerging trends, Marketdata forecasts, why commercial diet companies held up better than medical programs in 2020
- * 2020 Performance of leading commercial, medical, online chains (Medifast, NutriSystem, Jenny Craig, Weight Watchers – public & private companies)
- * Discussion of major industry trends, major mkt. developments since 2019
- * Reasons why commercial diet companies are growing again, untapped mkts., lack of customization, poor manage
- * **2020 performance of:** commercial programs, medical programs
- * Discussion and \$ size of the digital (virtual) weight loss market
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- **Marketdata estimates of the 10 major segments of the diet industry**, \$ values (1989 to 2020)--diet soft drinks, artificial sweeteners, health clubs, commercial programs, medical programs by type, low-cal foods, retail meal replacements, diet pills, diet books, etc.)
- Comparative \$ size of commercial vs. medical weight loss programs markets
- Revenues of commercial diet centers, market share of top chains (2010-2020).
- The Largest U.S. Weight Loss Companies & Brands, By Sales: 2020
- Revenues of the commercial weight loss chains: 1989-2025F.

Reference Directory of Information Sources

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- * (Names, addresses, phone, key contacts at relevant trade groups, journals, periodicals in the field)