

The U.S. Weight Loss Market: **2022 Status Report & Forecast**

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- Marketdata's 2022 market forecasts and \$ size for each segment of the weight loss market	
- Top diet trends of 2021-2022 (intermittent fasting, GOLO diet, Paleo, Tom Brady diet, Keto, MIND diet, plant based, ProLo, etc.)	
- Investment in diet companies by private equity firms	
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• Total weight loss market \$ sales, 10 segments: 2016-2022 Forecast	
• Performance of the leading diet companies: 2020, 2021 sales	
<u>Health Clubs Industry</u>	17-21
- <u>Status Report of U.S. Health Clubs Industry</u> - no. of facilities, IHRSA estimates of lost revenues, companies filing for bankruptcy, lack of financial support by the government	
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• Revenues of the U.S. health clubs industry: 1993-2022	

Commercial Weight Loss Programs

22-35

- Full-year 2020, 2021 sales/performance for the major firms (WW, NutriSystem, Jenny Craig, Medifast, Profile by Sanford) and total market segment
- 2022 diet season outlook, company plans
- Major segments developments since 2019
- Key metrics for average brick & mortar retail weight loss centers
- **2020 -2021 segment performance**
- **2022 Marketdata Forecast**

Company Status Reports/Outlooks, 2020-2021 performance & developments & current outlook. Marketdata commentary on their actions & strategies

- * **WW International**
- * **Jenny Craig**
- * **NutriSystem**
- * **Medifast**
- * **Profile by Sanford**

Tables:

- Revenues of commercial weight loss market segment: -2022 F
- The leaders, revenues for 2016-2021

Medical Weight Loss Programs

36-54

- Summary: - 2020-2021 Status Report & Summary for all medical programs segment, mix of types of medical weight Loss programs
- Discussion of the pandemic affected operations of hospital, MD and clinics' Weight loss programs, shift to virtual delivery, telemedicine, 2020 closures

Table:

- Value of The U.S. Medical Weight Loss Market, by segment: 2015-2021

The Weight Loss (bariatric) Surgery Market p. 42

- Analysis – 2019, 2020, 2021 no. of surgeries, 2022 forecasts
- Discussion of likely effects of hospitals not accepting elective surgeries during pandemic
- **2020 -2021 segment performance**
- **2022 Marketdata Forecast**

Tables:

- No. of bariatric surgeries performed: 1992-2021
- \$ value of the market: 1992-2022 F
- Number of bariatric surgeries performed, by type: 2013-2019

The Diet Drugs Market p. 45

- Status Report: renewed category growth due to strong sales of Novo Nordisk's Saxenda, Introduction of Wegovy, also: Plenity, new drugs by Lilly
- Discussion of greater usage of Rx diet drugs during the pandemic due to Covid
Increased risks for the obese
- **2020 -2021 segment performance**
- **2022 Marketdata Forecast**

Table:

- U.S. obesity drug sales: 2004-2022

Hospital & Clinic Chains, MD programs p. 52

- Summary * discussion, Status report for Lindora Clinics
- **2020 -2021 segment performance**
- **2022 Marketdata Forecast**

VLCD/LCD Fasting Supplement Programs

- Summary & discussion
- Interview with President of HMR Boston
- **2020 -2021 segment performance**
- **2022 Marketdata Forecast**

Retail Meal Replacements & Appetite Suppressants Market 55-69

- Status Report of the market: background for OTC diet pills, meal replacements,
Relative strength of each product, how sales held up during the pandemic

Meal Replacements

- Analysis: spike in sales during the pandemic, why these products are so popular
Among consumers, medical and MLM weight loss providers
- **2020 -2021 segment performance**
- **2022 Marketdata Forecast**

OTC weight loss supplements/diet pills

- Analysis of market, headwinds, List of top producers, legal actions by 3 states to curtail sales to minors under age 18.

- 2020 -2021 segment performance

- 2022 Marketdata Forecast

Tables:

- Marketdata estimates of OTC diet pills, meal replacements, combined sales - 1981-2022 F
- U.S. Retail & MLM Sales of Meal Replacements, by Brand: 2012-2022 F
- Top U.S. OTC Weight Loss Pill Producer Sales in 2010-2015

2020-2021 Performance, Company Outlooks

- **Slim-Fast (Glanbia plc)**
- **Herbalife**
- **Simply Good Foods (incl. Atkins Nutritionals)**

Virtual Dieting – Weight Loss Apps

70-71

- Summary & discussion of their appeal

Company Profile: Noom – company description, history, strategy, revenues, growth

The Diet Soft Drinks & Artificial Sweeteners Market

72-78

The Diet Soft Drinks Market

- Status Report: market rebound in 2020 due to stockpiling, diet's share of all carbonated soft drinks, findings of Beverage Industry, Beverage Digest reports: "*COVID-19 Impact: Consumer Spending Tracker.*"

- 2020 -2021 segment performance

- 2022 Marketdata Forecast

Table:

- 2000-2022 F diet soft drink \$ sales

The Artificial Sweeteners Market

- Summary: Market closely related to diet soft drink consumption

- 2020 -2021 segment performance

- 2022 Marketdata Forecast

Table:

- 1989-2022 F artificial sweetener \$ sales

Frozen Diet Dinner Entrees & Low-cal Foods Market

79-84

- Definition of “diet” foods, discussion of dinner entrees, the major brands
- Status Report: The pandemic boosted frozen foods purchases by consumers due to stay-at-home orders – discussion, findings of Supermarket News, America Frozen Food Institute, National Frozen & Refrigerated Foods Association, IRI
- **2020 -2021 segment performance**
- **2022 Marketdata Forecast**

Table:

- Market size estimates for 1994 to 2022 F
- The major brands: 2017-2021 (Healthy Choice, Lean Cuisine, Smart Ones, Banquet).

Reference Directory of Industry Sources

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