

The U.S. Weight Loss and Diet Control Market: Commercial (non-medical) Programs & Products

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Commercial Weight Loss Centers

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- Summary & analysis: Effects of the GLP-1 drugs boom, center closures
- List & Discussion of all major developments of 2023-2024 (actions of Weight Watchers, Medifast, Profile Plan, increased competition, etc.)
- List of major market trends
- Weight Watchers status report
- Medifast status report
- 2025 & 2028 Marketdata forecast, positive/negative factors affecting growth to 2028
- Average Sales Per weight loss center
- Average Costs of weight loss Programs, by type
- The importance of good counselors, discussion
- Census survey data: major operating metrics of commercial weight loss services
- Historical growth/contraction cycles of commercial centers, discussion
- Commercial centers **Franchising**: why it's more difficult, use as growth strategy, investment costs, profiles of Wt. Watchers, Jenny Craig franchises, why franchising is less viable today.

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- Number of commercial weight loss services nationwide: 1991-2025
- No. of center locations/meeting sites, by company: 2014-2024
- Revenues of the leading commercial chains: 2003-2024
- Historical table of segment revenues/growth from 1989-2028 F
- Census Bureau snapshot of the industry: 2007, 2012, 2017, 2022 key ratios, statistics
- Sample Income Statement of a typical commercial weight loss center
- Weight Control Services, by Sales Volume – 2025

Industry Structure & Key Ratios (Census Data)

- 2022, 2017, 2012, 2007 - industry snapshots for commercial diet centers: no. of establishments, legal form of firms, top 50 firms mkt. share, ratios by firm's receipts, top states
- Avg. revenues per co.-owned/franchised center for Jenny Craig & LA Weight Loss
- Avg. costs to acquire new customers

Census Bureau Operating Ratios: 2022, 2017, 2012, 2007 (Commercial diet centers/services) (no. of estab., firms, receipts, receipts per estab., payroll as % sales, etc.)

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- Industry snapshot: no. of estab., receipts, avg. per estab. & employee, payroll as % sales, etc.
- Employee sales/payroll productivity
- Establishments, by legal form (corporations, partnerships, sole proprietors)
- Market share for largest 4, 8, 20, 50 firms
- Ratios, by single vs. multi-unit firms
- Ratios, by receipts size of firms & establishments
- No. of commercial weight loss centers, estd. receipts, by state: 2022
- No. of commercial weight loss centers, by state & region: 2020
- Weight loss services, ranked by estd. receipts: 2022

Company profiles: in-depth company history, current status, how programs work, costs, franchise systems, 2019-2024 revenues, new programs, strategies, address/website):

- * **Weight Watchers International** p. 135
- * **Jenny Craig** p. 148
- * **NutriSystem** p. 160
- * **Medifast** p. 174
- * **Metabolic Research Centers** p. 179
- * **Profile by Sanford** (defunct) p. 183
- * **Slimgenics** p. 187
- * **BODI (The Beachbody Co.)** p. 189

Retail Meal Replacements & Appetite Suppressants Market

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- Definition/nature of meal replacements vs. over-the-counter (retail) weight loss supplements
- History/nature of mkt.- cyclical shifts from mid-1980s
- Market trends and key drivers
- **Current Trends: Effects of the GLP-1 drugs boom**
- Key distribution channels (MLM, retail, internet, healthcare pros)
- Scrutiny of OTC appetite suppressants
- Analysis of the market by Nutrition Business Journal
- **2023-2024 market performance:** revenues of leading retail & MLM firms (Atkins, Herbalife, Slim-Fast, Premier Protein)
- **2025 & 2028 forecasts**
- **User demographics:** no. and % of dieters using diet pills and meal replacements
- Why long-term outlook is stronger for meal replacements, preferred by MDs, MLMs, commercial chains, why retail diet pills mkt. still struggles, possible FTC actions
- List of the major meal replacement competitors
- NBJ estimates of diet pill & meal replacements \$ and % sales, by distribution channels, discussion of multilevel firms (Advocare, Shaklee, Herbalife, Quixtar, Nu-Skin)
- Marketdata estimates of growth for diet pills & meal replacements 2025-2028 F, demand factors.

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- Marketdata estimates of retail diet pills, meal replacements, combined sales - 1981-2028 F
- Meal Replacement Sales, by major companies: 2020-2024
- Top retail diet pill brand sales, 2011-2015
- U.S. Sports Nutrition & Weight-Loss \$ Market Sales, by channel
- Top MLM & retail companies' sales of meal replacements: 2022 & 2024.

Company profiles: (estd. or actual 2024 revenues, strategies, product lines, marketing)

- **Slim-Fast (Glanbia)**
- **Herbalife**
- **Visalis Life Sciences**
- **Isagenix**
- **Shaklee**
- **AMWAY (Quixtar)**
- **Nu-Skin**

The Weight Loss Apps Market

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- Discussion/analysis of weight loss apps market, major competitors, mkt. size
- Market Size & structure, key metrics (users, downloads, revenues)

Company Profiles: **Noom, My Fitness Pal**

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- Size of The Weight Loss Apps Market: 2020-2028 F

The Diet Soft Drinks Market

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- Status Report: why diet soda sales have rebounded lately, effect of the GLP-1s boom on consumption
- Diet soft drinks as % total soft drinks, mkt. nature and historical growth, forecasts, demographics of consumers, diet's share of all carbonated soft drinks (Beverage Industry, Beverage Digest),
- Market trends: rise of zero sugar sodas, Dr. Pepper surpasses Pepsi

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- Demographics of diet soft drink consumers, historical nature of the market.
- 1989-2028 F diet soft drink \$ sales
- Total soft drink retail \$ sales, diet share of gallons/retail sales: 1989-2024, 2025 & 2028 forecast

The Artificial Sweeteners Market

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- Status Report of the mkt., new high intensity sweeteners emerging, Stevia, Sucralose, Splenda, consumer trend to avoid artificial ingredients, data from Calorie Control Council regarding use by consumers
- Sweeteners by end use (% for soft drinks vs. tabletop sweeteners mkt.)
- Description of major types (Aspartame, Neotame, Saccharin, Sucralose, Stevia, Acesulfame)
- **Market size & growth: 2022-2024**, historical sales 1991-2024 performance, **2028 forecast**

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- Actions taken by producers to revitalize sales, packaging, new formulations, etc.
- Outlook and sales estim. for 2023-2024, \$ volume for Lean Cuisine, Smart Ones, Healthy Choice
- Low-carb foods - mkt. size estimates.

Company Profile: **Atkins Nutritionals (Simply Good Foods)**

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- Market size estimates for 1994 to 2028 F
- Low-calorie frozen dinners sales, by brand: 2020, 2022, 2024
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Reference Directory of Weight Loss Information Sources

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