

The U.S. Meal Replacements Market: Retail & Multi-Level Channels

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The 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.

Tables:

- Marketdata estimates of retail diet pills, meal replacements, combined sales - 1981-2028F
- 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.

Competitor Profiles

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

- **Medifast**
- **Slim-Fast (Glanbia)**
- **Herbalife**
- **Atkins (Simply Good Foods)**
- **Visalis Life Sciences**
- **Isagenix**
- **Shaklee**
- **AMWAY (Quixtar)**
- **Nu-Skin**
- **BODI (The Beachbody Co.)**

Reference Directory of Weight Loss Information Sources

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