

The Market For Self-Improvement Products and Services

August 2025 - 15th Edition

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- List/ranking of top 101 self-improvement experts, compiled by Self-Improvement Online,

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

...Anthony Robbins, Oprah Winfrey, Joel Osteen, Eckhart Tolle, Deepak Chopra, Suze Orman, Dave Ramsey, Brendon Burchard, Brian Tracy, Tim Ferriss, Dr. Phil McGraw, Mel Robbins, Robin Sharma, Robert Kiyosaki, Gary Vaynerchuk, John Maxwell, Dave Ramsey, Gary Vaynerchuck, Malcomb Gladwell.

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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
- * Status report of the market, topics in demand, corporate vs. consumer customers
- * Findings of interview with ICF President: mkt. trends, growth, outlook, status
- * 2025 major trends/findings of survey by Coachinggenie.com, analysis of group coaching
- * Coaching metrics: Avg. annual earnings, fees, no. of clients, outlook, extensive operating ratios
- * **2023 ICF Global Coaching Study** – Major Findings, **PricewaterhouseCoopers Survey** data, consumer attitudes & awareness of coaching services, extensive metrics, no. of coaches and earnings by region, client profile, coach demographics, etc.
- * Results of 2020 ICF consumer awareness study, why people use coaches, why they don't, their objectives, by sex, age
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- * Self-improvement book market statistics, buyer profile (Gitnux.com data)
- * List of bestselling self-improve. books in 2022-2025, bestsellers by genre, e-books
- * 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 topic
- * Marketdata and Simba Information \$ estimates of size of self-improvement books mkt., 2003-2024, 2028 F, the major book distribution channels.
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- * Discussion/analysis of the **diet books** market, buyer demographics, what makes a bestseller, \$ mkt. value

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- * Latest 2025 **APA consumer survey results** on market growth, audiobook formats, sales trends, comparisons to earlier surveys, NPD Group survey findings, digital audio growth
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- * 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
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(Self-improvement facilities with workshops, seminars, courses, retreats, training organizations)

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- * Status of the market: pandemic devastates most facilities, recovery since then
- * Analysis of revenue growth of institutes vs. 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 – 2018-2023 financial statements/budgets/expenses by type

Training Organizations

- * Franklin-Covey Co. – profile, history, training/consulting, retail business, financials: 2008-2024
- * Sandler Training – profile, services, history, estd. revenues, no of franchises
- * Dale Carnegie Training – profile, services, history, estd. revenues, no of franchises
- * Toastmasters International – profile, services, history, actual revenues
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- * Analysis of the Speed reading market, main players.

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The Leading Public Seminar Competitors: Revenues for 2018-2023

Company Profiles: (Description of company operations, courses, specialties, income statements/revenues)

- 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)

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- * **Internet Mastery Programs & Courses:** description/what they teach, focus, top names: Jeff Walker, Ryan Deiss, Callan Rush, Russell Brunson, Daniel Hall, Glen Dietzel, Eben Pagan, Jay Boyer, Steve Harrison, Mike Koenigs,
- * **Apps Market:** key players in the weight loss apps market (Noom – company profile), the top apps for weight loss
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- * Discussion of major industry trends & developments of 2024 & 2025
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- * Status Report of Commercial Weight Loss Programs Market
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- Comparative \$ size of commercial vs. medical weight loss programs markets
- Revenues of commercial diet centers, market share of top chains (2017-2024).
- The Largest U.S. Weight Loss Companies & Brands, By Sales: 2024
- Revenues of the commercial weight loss chains: 2006-2028 F.
- Census Bureau statistical snap of commercial diet centers: 2002, 2007, 2012, 2017, 2022
- Number of Medical Clinic Chain U.S. Locations

Reference Directory of Information Sources

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