

# **The U.S. Weight Loss Market:** **2026 Status Report & Forecast**

## **- March 2026 -** **Table of Contents**

	<b>Page</b>
<b><u>Introduction, Scope, Methodology</u></b>	1-6
<b><u>Overview: Weight Loss Market Size &amp; Market Segments</u></b>	7-21
- Summary: size of the total U.S. weight loss market, by segment: 2016 to 2025	
- Top diet trends of 2026 (specific eating patterns or diets), Top diet plans of 2025-2026 (U.S. News, Forbes rankings)	
- The major market and company developments of 2025	
- Marketdata's 2026 market forecasts and \$ size for each segment of the weight loss market	
- Effects of the obesity drugs boom on the market	
- Weight Loss Market Advertising & Marketing Spending, by diet companies, drug mfrs. (Noom, WW, NutriSystem, Medifast, etc.), the cost to Acquire leads	
<u>Table:</u>	
• Total weight loss market \$ sales, 10 segments: 2016-2025	
• Total weight loss market \$ sales, 10 segments: 2026 growth forecasts	
• Performance of the leading diet companies: 2023-2025 sales, actions, strategies	
<b><u>Health Clubs Industry</u></b>	22-29
- <u>Status Report of U.S. Health Clubs Industry</u> - no. of facilities, revenue growth	
- Effects of the pandemic: discussion, recovery	
- <b>2020 -2025 industry performance, \$ revenues</b> , challenges & opportunities	
- <b>2026 Marketdata Forecast: \$ size of the market, growth segments, outlook</b>	
- Examples of health club weight loss programs	
<u>Table:</u>	
• Revenues of the U.S. health clubs industry: 1993-2026 F	

## **Commercial Weight Loss Programs**

30-42

- Summary: effects of the GLP-1 drugs boom on commercial weight loss firms, how they are adjusting their strategies
- Major Developments of 2025: top company performances
- Full-year 2025 sales/performance for the major firms (WW, NutriSystem, Jenny Craig, Medifast)
- Key metrics for average brick & mortar retail weight loss centers
- **2020-2025 market segment performance, \$ value of the market**
- **2026 Marketdata Forecast: \$ size of the commercial programs market**
- Key Strategic shifts that Will define 2026 success

### Tables:

- Revenues of the leaders: 2018-2025
- Number of weight loss coaches employed, by company

Company Status Reports/Outlooks, 2025 performance & developments & current outlook. Marketdata commentary on their actions & strategies, 2026 outlooks

\* **WW International**

\* **Jenny Craig (Wellfull)**

\* **NutriSystem (Wellfull)**

\* **Medifast**

### Tables:

- The leaders, revenues for 2018-2025
- Estimated Number of U.S. weight loss coaches, by company

## **Medical Weight Loss Programs**

42-72

- Summary: - 2025 Status Report & Summary for all medical programs segment, mix of types of medical weight loss programs, medica plans as percent total weight loss market, impact of the GLP-1 drugs boom

### Table:

- Value of The U.S. Medical Weight Loss Market, by segment: 2016-2025

Bariatricians (obesity specialists) Programs p. 46

- Summary & discussion: increase in caseloads, revenues, association membership, how the growth of obesity meds has produced major growth in the market, revenues of specialists
- Interview with President of Obesity Medicine Association and a bariatric practice consultant
- **2025 \$ value, 2026 Marketdata Forecast: \$ size of the market**

### The Weight Loss (bariatric) Surgery Market p. 50

- Analysis – number of surgeries, 2024-2025 estimates & 2026 forecasts
- Discussion of how the obesity drugs market has affected surgeries volume
- **2025 market segment performance, \$ value of the market**
- **2026 Marketdata Forecast: \$ size of the market**

#### Tables:

- No. of bariatric surgeries performed in the U.S.: 1995-2026 F
- \$ value of the market: 1995-2026 F

### The Weight Loss Drugs Market p. 56

- Discussion of paradigm shift in the market, fueled by skyrocketing sales of Novo Nordisk's Ozempic, Saxenda, Wegovy, Mounjaro, Zepbound
- Discussion of drug prices, affordability by consumers, insurance vs. out-of-pocket, drug shortages, use of compounded Semaglutide, no. of prescriptions written, usage of older obesity drugs that are more affordable.
- Discussion: problems with compounding pharmacy products, FDA inaction
- New drugs under development, market growth outlook, possible factors inhibiting growth
- **2023 -2025 Rx obesity drugs market performance, sales, growth**
- **2026 Marketdata Forecast: \$ size of the market, outlooks by Eli Lilly, Novo Nordisk**

#### Table:

- U.S. obesity drug sales: 2004-2026 F
- U.S. sales of the major brands of weight loss drugs in 2022, 2023, 2024, 2025

### Hospital & Clinic Chains, MD programs p. 67

- Summary & discussion, growth for regional medical weight loss chains/franchises, status report for Lindora Clinics, HMR, typical earnings for MDs with weight loss plans
- Analysis of number of hospitals with non-surgical weight loss programs
- **2025 market segment performance, \$ market size**
- **2026 Marketdata Forecast: \$ size of the market**

#### Table:

- No. of sites/offices, estd. revenues, for top 10 medical franchises and chains

## **Retail Meal Replacements & Appetite Suppressants Market**

72-88

- Status Report of the market: background for OTC diet pills, meal replacements, relative strength of each product, popularity with dieters, major brands

### Meal Replacements

- Analysis: why these non-prescription products are popular among consumers, why they are being used as adjuncts to a drug regimen
- **2023 -2025 market segment sales performance**, effect on sales due to obesity drugs competition, data from Nutrition Business Journal
- **2026 Marketdata Forecast**

### OTC weight loss supplements/diet pills

- Analysis of market, headwinds, List of top producers, why they no longer can compete with GLP-1 drugs, inherent weaknesses
- **2023 -2025 market segment sales performance**
- **2026 Marketdata Forecast**

### Tables:

- Marketdata estimates of OTC diet pills, meal replacements, combined sales - 2005-2026 F

### 2025 Company Profiles and sales performance, company outlooks

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

## **Virtual Dieting – Weight Loss Apps**

88-91

- Summary & discussion of their appeal, market size and growth

Company Profile: Noom – company description, history, strategy, revenues, growth, problems, Noom enters the diet drugs market (Noom Clinical)

## **The Diet Soft Drinks & Artificial Sweeteners Market**

91-97

### The Diet Soft Drinks Market

- Status Report: the move to zero sugar, diet's share of all carbonated soft drinks, findings of Beverage Industry, Beverage Digest: trends in flavors, packaging, pricing, consumer behavior.
- **2024 -2025 market performance:** shift to functional beverages and healthy options

## **- 2026 Marketdata Forecast**

### Table:

- 2000-2026 F diet soft drink \$ sales

## The Artificial Sweeteners Market

- Summary: Market closely related to diet soft drink consumption

## **- 2026 Marketdata Forecast**

### Table:

- 2000-2026 F artificial sweetener \$ sales

## **Frozen Diet Dinner Entrees & Low-cal Foods Market**

98-102

- Definition of "diet" foods, discussion of dinner entrees, the major brands
- Status Report: Reasons for recent growth of frozen foods (healthy eating, convenience, Use by younger consumers) discussion, effects of the pandemic on usage, findings of Supermarket News, America, Frozen Food Institute, National Frozen & Refrigerated Foods Association

## **- 2023 -2025 market segment sales performance**

## **- 2026 Marketdata Forecast**

### Table:

- Market size estimates for 2005 to 2025
- The major brands: 2023-2025 (Healthy Choice, Lean Cuisine, Smart Ones, Banquet).

## **Reference Directory of Industry Sources**

103-108

List/contacts for trade associations, trade journals, market analysts