

## Diet Trends - US - October 2015

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"Consumers are somewhat skeptical about diet products, and instead of purchasing traditional diet-specific products they are turning to a well-balanced diet and products that support it."

### This report looks at the following areas:

- Traditional diet product use is declining; adults turning to well-rounded diet
- Dieters restricting calories for weight loss; limit use of diet products
- Older adults are less inclined to seek out diet information

This report identifies the attitudes and behaviors consumers have toward diets and weight management. It also seeks to uncover the types of diets that resonate with consumers, as well as opportunities for marketers in the weight management market. Knowing who to market diet products appropriately to can help brands in this space selectively merchandise and reach their target consumers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Traditional diet product use is declining; adults turning to well-rounded diet

Figure 1: Agreement that well-rounded diet is better than diet products, by current diet status, July 2015

Dieters restricting calories for weight loss; limit use of diet products

Figure 2: Methods and tools currently used for dieting, July 2015

Older adults are less inclined to seek out diet information

Figure 3: Select current sources of diet information, by age, July 2015

The opportunities

Wholesome and high-protein weight management products proving successful

Figure 4: Claims that signify diet appropriate, July 2015

Consumers seek long term solution diet programs

Figure 5: Diet plan requirements, any rank, July 2015

Hispanic consumers are focused on dieting; have modest weight-loss goals

Figure 6: Current diet status, by race and Hispanic origin, July 2015

What it means

### The Market – What You Need to Know

High obesity rates indicate need for help with weight loss

Focus on wholesome nutrition has implications for diet market

Exercising for weight management could prevent dieting

### Market Factors

High obesity rates indicate solid need for weight management assistance

Most adults believe it's better to eat well than use diet products

Figure 7: Agreement that well-rounded diet is better than diet products, current diet status, July 2015

Exercise is highly regarded as a means to a healthy weight

Figure 8: Agreement that exercise is more important than dieting, current diet status, July 2015

### Key Players – What You Need to Know

Nutritional brands succeed with high-protein and wholesome offerings

Traditional diet products continue to struggle

Weight-control products target ailments and customized convenience

The future of smart technology will motivate and guide weight loss

### What's Working?

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### Supplement beverages focused on high protein experience growth

Figure 9: MULO sales of leading powder/liquids nutritional supplement brands, rolling 52 weeks 2014 and 2015

Figure 10: SlimFast – It's Your Thing! – :15 TV Commercial, May 8, 2015

### Natural and wholesome frozen meal brands experiencing growth

Figure 11: Behavior toward food and beverage ingredient claims, May 2015

Figure 12: MULO sales of select natural frozen meal brands, rolling 52 weeks 2014 and 2015

### Bars experience growth, chiefly wholesome and high-protein offerings

Figure 13: MULO sales of select brands of nutritional health bars, rolling 52 weeks 2014 and 2015

## What's Struggling?

### Weight-loss tablet sales continue to struggle

Figure 14: MULO sales of weight-control tablets, by leading companies, rolling 52-weeks 2014 and 2015

### Sales of "diet" frozen meals decline; emphasizing fresh to rebound

Figure 15: MULO sales of select traditional frozen meal brands, rolling 52 weeks 2014 and 2015

Figure 16: Attitudes toward frozen meals, Spring 2010-15

## What's Next?

Diet products targeting specific health ailments in addition to weight loss

Club subscriptions and home delivery keep healthy foods on hand

The Internet of Things will motivate and guide weight management goals

## The Consumer – What You Need to Know

About half of adults are currently dieting

Current dieters have lofty weight-loss goals

Adults agree eating a well-rounded diet is better than diet products

Friends and family are top sources for diet information

Half of adult dieters are restricting calories to manage their weight

Diet plans need to build long-term habits at a good value

Foods with free-from claims signify diet appropriateness

## Current Dieting Status

About half of adults are actively managing their weight by dieting

Figure 17: Current diet status, July 2015

Women are more likely than men to diet to lose weight

Figure 18: Current diet status, by gender and age, July 2015

BMI influences consumers' dieting behavior

Figure 19: Current diet status, by BMI, July 2015

The majority of Hispanic adults are managing their weight through diet

Figure 20: Current diet status, by race and Hispanic origin, July 2015

## Body Weight Goals

Adults currently dieting to lose weight have lofty goals

Figure 21: Body weight goals, July 2015

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### Weight-loss goals increase with BMI levels

Figure 22: Body weight goals, by BMI, July 2015

### Size of city adults reside in impacts their weight-loss goals

Figure 23: Body weight goals, by area, July 2015

### Non-White adults have larger weight-loss goals

Figure 24: Body weight goals, by race and Hispanic origin, July 2015

## Attitudes toward Dieting

### Adults agree eating a well-rounded diet is better than diet products

Figure 25: Attitudes toward diets, July 2015

Figure 26: Agreement it's better to eat well-rounded diet than use diet products, July 2015

### Dieting is worth the effort to achieve ideal weight

Figure 27: Agreement achieving ideal weight is worth the dieting effort, by weight-loss goals, July 2015

### Temptations and discipline are barriers to successful dieting

Figure 28: Agreement with dieting barriers and temptations, by gender and BMI, July 2015

### Concerns, importance of exercise overshadow diet products

Figure 29: Agreement with dieting concerns and importance of exercise, by age and gender, July 2015

### Time and costs are stronger barriers for Hispanic adults

Figure 30: Agreement with planning, expenses and conflicting diet information, by Hispanic origin, July 2015

## Sources of Diet Information

### Friends and family are top sources for diet information

Figure 31: Sources of diet information, July 2015

Figure 32: Correspondence analysis of sources of diet information, July 2015

### Older adults are less likely to be seeking diet information

Figure 33: Select current sources of diet information, by age, July 2015

### Healthy weight adults seek more diet information than obese adults

Figure 34: Select current sources of diet information, by BMI, July 2015

### Hispanic adults are currently seeking out diet information

Figure 35: Select current sources of diet information, by Hispanic origin, July 2015

## Diet Types and Tools Used

### Half of adult dieters are restricting calories to manage their weight

Figure 36: Methods and tools currently used for dieting, July 2015

### Nutrition-based and high-protein diets are appealing

Figure 37: Usage of nutrition-based diets, meal replacement products, and high-protein diets, July 2015

Figure 38: Currently doing or interested in trying select diets or products, by age and gender, July 2015

### Diet communities and diet pills are least appealing

Figure 39: Usage of diet communities, non-prescription diet pills, and group competition, July 2015

### Black dieters are engaging less in diet plans and tools

Figure 40: Select methods and tools currently used for dieting, by race, July 2015

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### Diet Plan Requirements

Dieters seek diet plans to build long-term habits

Figure 41: Diet plan requirements, any rank, July 2015

Diet plan program requirements vary based on weight-loss goals

Figure 42: Diet plan requirements, any rank, by body weight goals, July 2015

Race and Hispanic origin has minimal impact on diet plan requirements

Figure 43: Diet plan requirements, any rank, by Hispanic origin and race, July 2015

### Diet Appropriate Claims

Foods with free-from claims signify diet appropriateness

Figure 44: Claims that signify diet appropriate, July 2015

More than one third of dieters acknowledge diet endorsement claims

Figure 45: Endorsement signifies diet appropriateness, by gender and age, July 2015

Diet appropriateness of some claims vary by ethnicity and race

Figure 46: Endorsement signifies diet appropriateness, by race and Hispanic origin, July 2015

### Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

### Appendix – Key Players

Figure 47: Attitudes toward frozen meals, Spring 2010-15

### Appendix – The Consumer

Figure 48: Weight Watchers use among women, by age, October 2014-June 2015

Correspondence analysis methodology

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