

## Diet Trends - US - November 2014

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“The increasing waistlines of Americans suggest that the market for diet products is primed for growth. However, sales of most diet products, as well as usage of various diet programs, are declining. Consumers are skeptical about diets, and more in favor of a healthy eating regimen, presenting opportunities and challenges for the market.”  
 – Emily Krol, Health and Wellness Analyst

## This report looks at the following areas:

- Consumers moving toward healthy eating, away from dieting
- Impact of technology helps people to be more proactive about their diet
- Obesity continues to increase in the US

The term “diet” has evolved over the years to mean different things to different people. This report identifies the behavior and attitudes American consumers have toward dieting, focusing on diet practice differences by age and gender. It also analyzes trends and innovations in diet foods and programs, and seeks to uncover the types of diets that resonate with consumers, as well as opportunities for marketers in the diet landscape. Knowing who to appropriately market diet products to can help players in this space selectively merchandise and reach their target consumers.

This report builds on the analysis presented in Mintel's *Diet Trends – US, November 2012*, as well as the May 2010, May 2008, and July 2006 reports of the same title.

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## DID YOU KNOW?

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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