

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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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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