

Diet Trends - US - September 2016

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"As what consumers consider "healthy" continues to evolve, diet products struggle to keep up with changing preferences. Packaged and processed foods continue to fall out of favor, shrinking the opportunity for diet foods but opening up new possibilities for services for people trying to lose weight convenience, speed, or support."
- Dana Macke, Senior Research Analyst, Lifestyles and Leisure

This report looks at the following areas:

- Nutrition knowledge isn't power
- Dieters are thinking long-term
- Organization leads to motivation

Definition

For the purposes of this Report, Mintel has used the following definitions:

"Diet" is defined as an eating or drinking regimen with the goal of losing or maintaining weight. Dieters are respondents who are currently trying or have ever tried to manage their weight by dieting. This Report covers diet products that are used primarily for weight control (weight loss and weight management).

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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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Nutrisystem

Jenny Craig

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Jenny Craig

The DASH Diet

The MIND Diet

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Health content is ubiquitous across social channels

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Some amount of nutrition knowledge is standard, but few are experts
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