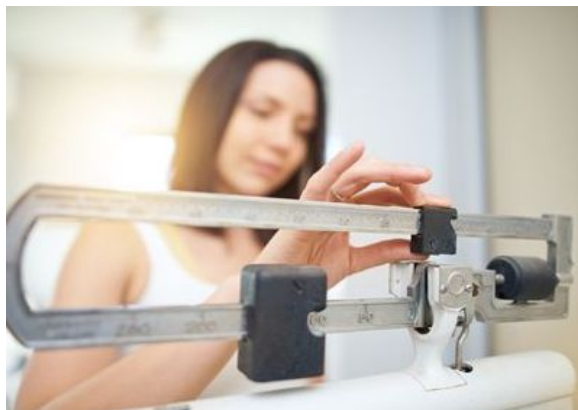


Weight Management - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"As what is considered effective in weight management continues to evolve, products that maintain traditional diets formulation struggle to keep up. Meanwhile, weight management brands that put nutrition first continue to grow. Brands that can identify new ways to support adults in their weight management goals will also benefit."
- Marissa Gilbert, Senior Health and Wellness Analyst

This report looks at the following areas:

- **Obesity rates still on the rise; prevalent among adults**
- **The term "dieting" faces rejection among key demographics**
- **Weight managers following their own path**

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

"Weight management" is defined as an eating or drinking regimen with the goal of losing, maintaining, or gaining weight. This Report covers products and services that are used primarily for weight control (weight loss and weight management).

"BMI" (body mass index) is a measurement of body fat based on height and weight. The BMI calculation used to categorize respondents in this study is as follows

- $(\text{weight in pounds} \times 703) / (\text{height in inches} \times \text{height in inches})$

Standard BMI classifications are:

- Underweight: 18.5 or less
- Healthy weight: 18.5 to 24.99
- Overweight: 25 to 29.99
- Obese: 30+

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Weight Management - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Obesity rates still on the rise; prevalent among adults

Figure 1: BMI status, July 2017

The term "dieting" faces rejection among key demographics

Figure 2: Attitude toward the term dieting, by gender and age and BMI, July 2017

Weight managers following their own path

Figure 3: Weight management method, July 2017

The opportunities

The weight management market is substantial

Figure 4: Weight management status, July 2017

Overall health is the lead motivator for managing weight

Figure 5: Motivations for managing weight, July 2017

Adults 25-44 are important target for branded weight loss programs

Figure 6: Follow a branded weight management program, by age, July 2017

What it means

The Market – What You Need to Know

The weight management market is extensive

Weight management behaviors impact corresponding markets

Obesity rates continue to rise; weight loss goals are steep

A self-made plan and exercising are top tools for weight management

Weight Management Market

The weight management market has a sizable consumer base

Figure 7: Weight management status, July 2017

Who are weight managers?

Figure 8: Weight management status, by gender and age, race and Hispanic origin, and area, July 2017

Motivations for managing weight vary by weight management stage

Figure 9: Weight management status, by weight management motivations, July 2017

Market Perspective

Weight loss drink sales up; yet flanked by competition

Weight loss bar sales stall, while other bar segments thrive

Weight control tablet sales continue to tumble

Figure 10: MULO sales of select weight control candy/tablets, by leading companies and brands, rolling 52 weeks 2016 and 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Weight Management - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Sugar sales suffer as adults strive to manage their weight

Turning water into weight loss

Yogurt is a choice for some to lose weight

Gluten-free foods association with weight loss declining

Market Factors

Obesity rates still on the rise

Figure 11: Prevalence of obesity among US adults aged 20 and over, 1997-2016

Figure 12: Prevalence of obesity among US adults aged 20 and over, by gender and race and Hispanic origin, 1997-2016

Figure 13: BMI status, by gender and age, generation, race, Hispanic origin, and area, July 2017

Weight loss goals run the spectrum

Figure 14: Weight loss goal, by BMI, July 2017

Weight managers focus on their own eating guidelines

Figure 15: Follow my own eating program/guidelines, by gender and age, July 2017

Exercise is an important tool for weight management

Figure 16: Manage my weight through exercise, by gender and age, and BMI, July 2017

Key Players – What You Need to Know

Facts Up Front eases choices, high-protein permits for indulgences

Diet pills are made over, people seek inspiration, and real is featured

The term “dieting” is polarizing

Are a sugar tax, food Rx, and personalized nutrition keys to weight loss?

What’s Working?

Facts Up Front help weight managers make informed decisions

High protein a focus in calorie-friendly indulgences

Stylish VMS brands are making over weight loss supplements

Social media influencers offer weight loss inspiration

Figure 17: Follow people on social media for weight loss inspiration, agree, by gender and age, July 2017

The push toward body acceptance perseveres with “real” models

What’s Struggling?

The term “dieting” is polarizing, appealing least to women

Figure 18: Attitude toward the term dieting, agree, by gender and age and BMI, July 2017

What’s Next?

Could a sugar tax curb obesity?

There is demand for a food Rx

Figure 19: Interest in a nutrition prescription, agree, by race and Hispanic origin, weight loss goal, weight management method, July 2017

Is personalized nutrition the key to weight loss?

The Consumer – What You Need to Know

Weight managers follow DIY approach

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Weight Management - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Perceptions of weight programs modest; tied to brand awareness
 General health is the top motivator for managing weight
 Home cooked meals control waistlines; multiple approaches used for some
 Effectiveness of weight management products in doubt
 Traditional nutritional claims remain important to weight managers
 Health and wellbeing segmentation identifies three key targets

Weight Management Method

Weight managers follow their own path
 Figure 20: Weight management method, July 2017

Seniors are set in their weight management ways
 Young men turning to branded programs to put on the pounds
 Figure 21: Weight management method, by gender and age, July 2017

Adults 25-44 key users of branded weight loss programs
 Figure 22: Follow branded weight management program, by age, July 2017

Weight Management Program Perceptions

Perceptions of weight programs tied to brand awareness
 Figure 23: Weight management program perceptions, by programs, July 2017

Branded program users have more positive perceptions
 Figure 24: Select weight management program perceptions, by adults who follow a branded weight management program, July 2017

Weight Watchers is the top consideration among those trying to lose
 Figure 25: Would consider weight management program, by weight management status, July 2017

Atkins unknown among youth, Beachbody and Isagenix unfamiliar to older adults
 Figure 26: Unaware of weight management program, by age, July 2017

Motivations for Managing Weight

Overall health is the lead motivator for managing weight
 Figure 27: Motivations for managing weight, July 2017

Figure 28: Health reasons for watching diet, Winter 2017

Gender and age point to different incentives
 Figure 29: Motivations for managing weight, agree, by gender and age, July 2017

Some motivations tied to BMI; though everyone wants to feel good
 Figure 30: Motivations for managing weight, agree, by BMI, July 2017

Multicultural groups express stronger motivations for managing weight
 Figure 31: Motivations for managing weight, agree, by race and Hispanic origin, July 2017

Attitudes toward Managing Weight

Home cooked meals are a way to control waistlines
 Figure 32: Attitude toward home-cooked meals, agree, by gender and age, July 2017

Big weight loss goals increase the use of multiple approaches
 Figure 33: Used more than one weight loss method in the past year, agree, by age, weight management, weight loss goals, and weight management method, July 2017

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Weight Management - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Effectiveness of Weight Management Products

Confidence in weight management products is relatively low

Figure 34: Effectiveness of products, July 2017

Men and women view the effectiveness of some products differently

Figure 35: Effectiveness of products, by gender and age, July 2017

Feelings about weight management products are mixed

Ingredient Claims

Traditional diet claims remain more important to weight managers

Figure 36: Ingredient claims, by currently trying to lose weight, July 2017

Low sugar, no artificial ingredients, and low fat claims provide broadest reach

Figure 37: TURF Analysis – Ingredient claims, July 2017

The importance of certain claims differs by age

Figure 38: Ingredient claims, by gender and age and race, July 2017

Health and Well Being Segmentation

Methodology

Health and Well Being segmentation definitions

Figure 39: Health and well being segments, by share, Winter 2017

Three segments are key for weight management brands

Figure 40: Health and wellbeing segments that are currently watching diet, Winter 2017

Figure 41: Reasons for watching diet and non-prescription products and foods used, by Health and well being segments, Winter 2017

Figure 42: Health and wellbeing segments, by gender and age, race and Hispanic origin, and household income, Winter 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – The Consumer

Figure 43: Table - TURF analysis of effective products, by weight managers, July 2017

Figure 44: Table - TURF analysis of effective products, by adults currently trying to lose weight, July 2017

Figure 45: Table - TURF analysis by ingredient claims, by weight managers, July 2017

Figure 46: Table - TURF analysis by ingredient claims, by adults currently trying to lose weight, July 2017

Figure 47: Reasons for watching diet and non-prescription products and foods used, by Health and well being segments, Winter 2017

Figure 48: Health and wellbeing segments, by gender and age, race and Hispanic origin, and household income, Winter 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com