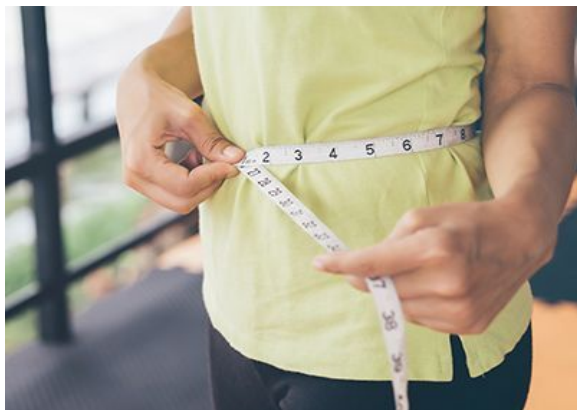


Weight Management - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"More than 206 million adults in the US are currently managing their weight. While the audience is sizeable, the challenge for industry players is that the majority are following a self-guided approach to weight management. This could point to why the obesity rates continue to rise."

- Marissa Gilbert, Associate Director - Health & Wellness

This report looks at the following areas:

- **Obesity on the rise as body acceptance mainstreams**
- **Weight management isn't a year-round effort among those who seek change**
- **DIY attitude can thwart weight management effort**

81% of adults are currently managing their weight, with the largest group focused on weight loss. The number of US adults who are aged 18+ in 2018 is approximately 255.4 million (according to US Census data), which translates to 120 million adults trying to lose weight, 71.5 million trying to maintain, and 12.8 million trying to gain.

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