

## Weight Management Trends - US - February 2020

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

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



"Obesity rates continue to rise in the US, impacting the health and wellness of Americans."

-  
**Andrea Wroble, Research Analyst**

This report looks at the following areas:

- Obesity rates continue to rise
- Weight managers rely on their own guidelines
- Adults struggle to stick to a routine, inhibiting long-term adherence

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](https://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](mailto: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 Trends - US - February 2020

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

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

Weight management market

Figure 1: Weight Management Status, January 2020

Top takeaways

The issues

Obesity rates continue to rise

Figure 2: Percent of people aged 20 or older who are overweight or obese, 2001-02 to 2015-16

Weight managers rely on their own guidelines

Figure 3: Select weight management methods, January 2020

Adults struggle to stick to a routine, inhibiting long-term adherence

Figure 4: Weight management barriers, by weight management status, January 2020

The opportunities

In a world where everything's digital, portion control is next

Figure 5: Select tools to achieve weight management goals, by body mass index, January 2020

Healthy weighted adults are looking for guidance, too

Figure 6: Select weight management methods, by consumer body mass index, January 2020

The right way to utilize social media

Figure 7: Weight management resources, by age, January 2020

Cross-functional health benefits will reach new users

Figure 8: Select weight management motivators, by age, January 2020

What it means

### The Market – What You Need to Know

Most consumers are managing their weight

Adults are results oriented, but acknowledge emotional drivers

Desire for balanced diets highlights need for personalized plans

Body acceptance versus the health risks associated with obesity

Debating obesity as a legally recognized disability

Nutrition label update differentiates healthy versus unhealthy

### Weight Management Market

A lot to lose: weight management status of US adults

Figure 9: Weight Management Status, January 2020

Who are weight managers?

Obesity prevalence is on the rise

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://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](mailto:reports@mintel.com)

# Weight Management Trends - US - February 2020

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

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

Figure 10: Percent of people aged 20 or older who are overweight or obese, 2001-02 to 2015-16

Figure 11: Consumer body mass index, by Weight Management Status, January 2020

Weight managers find strength in numbers but need support

Figure 12: Weight management goals, by consumer body mass index, January 2020

## Market Perspective

Perceptions of restrictive diets support need for personalized plans

Figure 13: Attitudes toward healthy eating, September 2019

Balancing body acceptance and health

Mintel Consumer Driver Surroundings will shape future of diet choices

## Market Factors

Aging population requires a tailored approach to weight loss

The conversation on weight discrimination

Nutrition label makeover hitting shelves in 2020

## Key Players – What You Need to Know

Responsive brands see the most success

The power of protein

Specialized dietary products offer a shortcut to weight management

Providing weight managers holistic support

Safety concerns still follow traditional weight loss brands

Adherence is a barrier to lasting success

Connecting the dots between weight management and self-care

Consumers want tools for portion control

## Company and Brand Sales of Weight Control Products

Lifestyle-focused weight management products see success

Figure 14: Multi-outlet sales of weight control products, by leading companies and brands, rolling 52 weeks 2018 and 2019

## What's Working

Protein attracts weight management users

Figure 15: Multi-outlet sales of weight management products, by select leading companies, rolling 52 weeks 2018 and 2019

Figure 16: Health and wellness goals, by health identity, November 2019

Specialized diet products showcase the power of shortcuts

Figure 17: Multi-outlet sales of weight management products with keto claims, by select leading companies, rolling 52 weeks 2018 and 2019

Holistic support: key theme for weight management

Figure 18: Health and wellness goals, by ways to support health and wellness goals, November 2019

Noom employs cognitive behavioral therapy to build lifelong habits

The Biggest Loser hones in on holistic support

Celebrity endorsements: the good

Figure 19: Multi-outlet sales of weight management products, by select leading companies, rolling 52 weeks 2018 and 2019

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://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](mailto:reports@mintel.com)

## Weight Management Trends - US - February 2020

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

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

### What's Struggling

Hydroxycut responds to demand for safer ingredients

Figure 20: Multi-outlet sales of weight management products, by Hydroxycut and MuscleTech , rolling 52 weeks 2018 and 2019

Figure 21: Multi-outlet sales of weight management products, by select leading companies, rolling 52 weeks 2018 and 2019

Long-term adherence is a barrier for weight management brands

Figure 22: Weight management barriers, by weight management status, January 2020

Celebrity endorsements: the bad

Figure 23: Instagram post, Khloe Kardashian paid partnership with Flat Tummy Co

### What to Watch

Connecting weight management to self-care

Tech-based portion control is an area of opportunity

Figure 24: I struggle with portion control, January 2020

Figure 25: Select tools to achieve weight management goals, by body mass index, January 2020

Diminishing the one-size-fits-all approach to weight management

### The Consumer – What You Need to Know

Adults follow their own path

Weight management programs are also for maintenance

Noticeable results keep adults motivated

Emotions matter in weight management

When motivation falls flat, so does staying on track

Increasing access to medical professionals could change the game

Consumers want personalized weight management

Young women need more tools and resources to reach their goals

### Weight Management Method

Eating right and staying active are the go-to for adults

Figure 26: Weight management method, January 2020

Older women take matters into their own hands

Figure 27: Select weight management methods, by gender and age, January 2020

Using social media to reach young adults

Figure 28: Follows eating recommendations from social media, by age, January 2020

Weight management programs attract healthy adults, too

Figure 29: Select weight management methods, by consumer body mass index, January 2020

### Attitudes toward Nutrition Programs

Results and accountability drive use of nutrition programs

Figure 30: Positive attitudes toward nutrition programs, January 2020

When things get tough, nutrition programs fall flat

Figure 31: Barriers toward nutrition programs, January 2020

Figure 32: Instagram post, Noom, January 2020

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://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](mailto:reports@mintel.com)

# Weight Management Trends - US - February 2020

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

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

Program adherence is motivated by noticeable results

Figure 33: Attitudes toward nutrition programs, by adults who have seen results since starting, January 2020

## Weight Management Motivators

Obese adults are motivated by health factors

Figure 34: Select weight management motivators, by consumers body mass index, January 2020

Emotional drivers are universal regardless of weight

Figure 35: Select weight management motivators, by consumers body mass index, January 2020

Youth are emotionally driven; older adults are motivated by health

Figure 36: Select weight management motivators, by age, January 2020

Women crave confidence; "body neutrality" may be the answer

Figure 37: Select weight management motivators, by gender, January 2020

Figure 38: Instagram Post, body confidence myths

## Weight Management Barriers

Staying on track remains a barrier for adults

Figure 39: Weight management barriers – Any rank (net), January 2020

## Weight Management Resources

Gap between credible and utilized resources

Figure 40: Weight management resources, January 2020

Opportunity to reach Hispanic adults through social channels

Figure 41: Weight management resources, by Hispanic origin, January 2020

Finding the right support system for young adults

The influence of influencers

Figure 42: Health and wellness goals, by ways to support health and wellness goals, November 2019

Mental health awareness may increase lack of confidence for young adults

Figure 43: Makes me feel less confident in my weight management efforts, by age, January 2020

## Weight Management Tools for Success

The desire to make weight management seamless

Personalization is key for the weight management industry

Adults want an all-purpose weight management platform

Figure 44: Weight management tools for success, January 2020

Young women seek additional tools for weight management

Figure 45: Weight management tools for success, by gender and age, January 2020

Figure 46: Instagram post, Fitbit Premium

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Abbreviations and terms

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://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](mailto:reports@mintel.com)

## Weight Management Trends - US - February 2020

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

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

Abbreviations

### Appendix – Key Players

Figure 47: Multi-outlet sales of weight control products, by leading companies, rolling 52 weeks 2018 and 2019

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://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](mailto:reports@mintel.com)