Diet Trends - US - November 2012

Scope and Themes

"The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective."

– Emily Krol, Health and Wellness analyst

In this report we answer the key questions:

- **What effect will legislations have on consumers' diets?**
- **With consumers taking more of a wellness/healthy eating approach, how can diet products stay relevant?**
- **How can diet brands innovate in this market?**

With more than one third of Americans obese, and 42% expected to be obese by 2030, obesity is a major issue in the U.S. As such, the market for diet products is in a prime position to grow to help combat obesity. There is a lot of confusion regarding how to lose weight, and what is "healthy" when it comes to dieting. Diet industry brands are well positioned to help guide consumers in their dieting and food selection process, and to provide education on healthy weight loss.

The purpose of this report is to identify the behavior and attitudes American consumers have toward dieting. This report focuses on how diet practices differ by age and gender; it also analyzes trends and innovations in diet foods and programs. This report will help makers of diet products understand the market drivers and conditions that are impacting how, when, and why people diet. It also covers

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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the types of diets that resonate with consumers, as well as opportunities for marketers in the diet landscape. Knowing who to appropriately market diet products to can help players in this space selectively merchandise and reach their target consumers.

For the purposes of this report, "diet" is defined as an eating or drinking regimen with the goal of losing weight. Mintel defines dieters as respondents who are currently dieting, have dieted in the past, or plan on dieting in the future. Mintel also classified respondents into BMI categories:

- Healthy weight: BMI = <25
- Overweight: BMI = 25-29.9
- Obese: BMI = 30+

These categories were based on body mass index (BMI) calculated from respondents' self-reported height and weight.

This report covers diet products that are used primarily for weight control (weight loss and weight management). FDMx sales data for weight control products (liquid, powder, candy, and tablet), as segmented by SymphonyIRI, are included.

Other product types referred to throughout this report include:

- Digestive treatments
- Frozen and prepared meals
- Snack/energy bars
- Nutritional supplements

This report builds on the analysis presented in Mintel's *Diet Trends—U.S., May 2010*, as well as the May 2008 and July 2006 reports of the same title.
Healthy eating as a "habit" is not covered in this report (see *Attitudes Toward Healthy Food—U.S. June, 2012*).
Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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