**The U.S. Weight Loss Market**

**($ billions)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | ***2006*** | ***2007*** | ***2008*** | ***2009*** | ***2010*** |
|  |  |  |  |  |  |
| **Diet soft drinks** | $19.28 | $19.80 | $19.53 | $21.06 | $21.15 |
|  |  |  |  |  |  |
| **Artificial sweeteners** | 2.29 | 2.36 | 2.36 | 2.48 | 2.52 |
|  |  |  |  |  |  |
| **Health clubs’ revenues** | 17.60 | 18.50 | 18.50 | 19.5 | 19.5 |
|  |  |  |  |  |  |
| **Commercial weight loss centers** | 3.33 | 3.89 | 3.46 | 3.23 | 3.29 |
|  |  |  |  |  |  |
| **Low cal/diet foods** | 2.66 | 2.76 | 2.92 | 2.27 | 2.32 |
|  |  |  |  |  |  |
| **Retail & multi-level meal replacements, diet pills ®** | 2.53 | 2.58 | 2.66 | 2.75 | 2.69 |
|  |  |  |  |  |  |
|  **Bariatric surgery** | 4.44 | 5.12 | 5.50 | 5.77 | 5.77 |
|  **Prescription diet drugs** | .459 | .486 | .494 | .494 | .546 |
|  **VLCD/LCD programs** | .415 | .473 | .473 | .480 | .480 |
| **Bariatricians’ plans** | .720 | .720 | .720 | .648 | .600 |
| **Hospital, clinic, MD plans\*** | .753 | .843 | .850 | .850 | 850 |
| **All Medical Plans subtotal:** | 6.74 | 7.64 | 8.03 | 8.24 | 8.25 |
|  |  |  |  |  |  |
| **Diet books, cassettes, exercise videos ®** | .920 | 1.01 | 1.12 | 1.21 | 1.21 |
|  |  |  |  |  |  |
|  **TOTAL INDUSTRY:** | **$55.35** | **$58.54** | **$58.59** | **$60.44** | **$60.93** |

Source: Marketdata estimates and forecasts