**Size of The U.S. Self-Improvement Products & Services Market**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ($ millions) | **2005** | **2007** |  **2009** | **2011** | **2009-14 avg. growth/yr** |  |  |
|  |  |  |  |  |  |  |  |
| Infomercials | $1,290 | $1,520 |  $1,041 | $1,166 | 6.0 |  |  |
|  |  |  |  |  |  |  |  |
| Mail order catalogs | 70 | N/A |  N/A | - | --- |  |  |
|  |  |  |  |  |  |  |  |
| Motivational Speakers # | 328 | 333 | 296 | 336 | 6.8 |  |  |
|  |  |  |  |  |  |  |  |
| Personal coaching | 2,400 | 1,500 | 1,290 | 1,370 | 6.2 |  |  |
|  |  |  |  |  |  |  |  |
| Holistic institutes | 320 | 498 |  564 | 634 | 6.2 |  |  |
|  |  |  |  |  |  |  |  |
| Books | 693 | 808 | 727 | 776 | 3.4 |  |  |
|  |  |  |  |  |  |  |  |
| Audiobooks | 354 | 420 | 406 | 455 | 6.0 |  |  |
|  |  |  |  |  |  |  |  |
| Weight loss programs \* |  |  |  |  |  |  |  |
|  - Commercial | 2,020 | 3,790 | 3,520 | 3,398 | 4.7 |  |  |
|  - Medical (excluding surgery)Stress management Products/programs  | 1,950 | 2,019 |  2,390 | 2,725 | 7.1 |  |  |
|  | 310 | 320 | 315 | 315 | 0.0 |  |  |
|  |  |  |  |  |  |  |  |
|  TOTAL VALUE | 9,735 | 11,064 |  10,534 | 11,175 | 5.5 |  |  |

 **Source: Marketdata estimates. & forecasts**

 Notes: # top 10 speakers only NA - comparable data not available for this year

\* Diet books sales are included in books figure above. Excludes ingestibles such as diet sodas,

 OTC diet pills/appetite suppressants, meal replacement shakes.

\*\* excludes: therapist counseling, anti-anxiety drugs, massage services. Mail order programs and books sold via infomercials are included in infomercials figure above.

- Holistic institutes: Hay House revenues added in 2007

- Medical weight loss programs: Includes prescription diet drugs.