**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.