**Value of U.S. Self-Improvement Market,**

**Market Segments: 2009-2016 (e**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **2009** | **2011**  **($ millions)** | **Forecast 2016**  **Growth Rate (%)** |
| **Infomercials** | **$1,041** | **$898** | **10.0** |
| **Top 10 Motivational Speakers** | **296** | **350** | **6.8** |
| **Personal Coaching (No. America only)** | **650** | **707** | **4.5** |
| **Holistic Institutes & Training Companies \*** | **541** | **556** | **4.2** |
| **Books** | **727** | **549** | **4.8** |
| **Audiobooks** | **406** | **445** | **6.0** |
| **Public seminars** | **285** | **308** | **6.0** |
| **Weight Loss Programs \*\*** | **5,910** | **5,818** | **6.2** |
| **Stress Management Programs** | **315** | **208** | **0.0** |
| **Total:** | **$10,171** | **$9,839** | **6.1** |

\* Includes revenues of Gaiam, Dale Carnegie Training, Toastmasters, Hay House

\*\* Includes commercial programs ($3.40 bill.) & medical programs ($2.42 bill.)

Source: Marketdata Enterprises estimates and forecasts