

Size of the U.S. Weight Loss Market...

U.S. Weight Loss Market Size...

Following are Marketdata's estimates for the major segments of the U.S. weight loss market:

(\$ billions)

	2010	2011	2012	2013
Diet soft drinks	\$21.15	\$21.78	\$22.15	\$20.64
Artificial sweeteners	2.52	2.60	2.66	2.53
Health clubs' revenues	19.5	21.4	22.0	22.6
Commercial weight loss centers	3.29	3.42	3.42	3.36
Low cal/diet foods	2.32	2.24	2.16	2.16
Retail & multi-level meal replacements, diet pills ®	2.69	2.72	2.78	2.80
Bariatric surgery	3.21	2.97	2.85	2.85
Prescription diet drugs	.546	.533	.521	.537
VLCD/LCD programs	.480	.432	.408	.428
Bariatricians' plans	.600	.540	.525	.488
Hospital, clinic, MD plans*	.850	.909	.959	.949
All Medical Plans subtotal:	5.69	5.38	5.26	5.25
Diet books, cassettes, exercise videos ®	1.21	1.02	1.13	1.13
TOTAL INDUSTRY:	\$58.37	\$60.56	\$61.56	\$60.46

® Figure revised by Marketdata

Source: Marketdata estimates and forecasts

* includes low and moderate-cost hospital programs, treatment by RDs, MDs, etc.

Number of Dieters By Type Program Used - 2012**Number of Dieters By Type Program Used - 2012**

	Number of Dieters	Percent of Total
Total Dieters	108,000,000	100.0%
Do-it-yourself Dieters (design own plan, use diet books, websites, etc.)	88,560,000	82.0*
Commercial Weight Loss Centers	9,720,000	9.0
OTC Diet Pills (non-prescription, sold retail, MLM, mail-order, Internet)	3,780,000	3.5
Meal Replacements (shakes, bars, sold retail, MLM, mail order, Internet)	6,480,000	6.0
Health Clubs-based Weight Loss Programs	3,348,000	3.1
Healthcare Professionals (MDs, Baritarians, RDs, Nutritionists-not part of clinic chains)	2,160,000	2.0
Hospitals & Clinics (including top 6 clinic chains, VLCD programs)	1,620,000	1.5
Worksite-based Programs	432,000	0.4
Residential Facilities	324,000	0.3
Weight Loss Surgery	187,000	0.18

*Includes usage of OTC diet pills and meal replacements. Numbers will not add to 100% due to overlap of programs.

Source: Marketdata estimates