US demand to grow 6.9% per year through 2008

Demand for weight control products and services in the US will advance 6.9 percent annually to over $21 billion in 2008. Weight control products are projected to generate demand of $12 billion in 2008, which will represent an average annual gain of 6.3 percent from 2003.

Based on aging demographic patterns and an increasing incidence of chronic medical conditions, parenteral and enteral nutritional preparations will continue to generate the largest share of demand among weight control products. The same factors, together with the ongoing introduction of specialized nutritionals for diabetic, cancer and other chronic care patients, will impact favorably on growth opportunities for meal supplements. Meal replacements will also benefit from the introduction of new high value-added offerings, especially in the area of low carb health bars and beverages.

Shaken up by the recent FDA ban on ephedra, demand for weight loss dietary supplements will remain volatile over the next few years as new reformulated preparations vie for market share in a very competitive environment. By contrast, prescription weight control pharmaceuticals will sustain more stable demand patterns from rising applications in the treatment of obesity, anorexia nervosa and other weight-related conditions.

Services to rise 7.7% per annum through 2008

The weight control services segment (excluding health clubs) is projected to advance 7.7 percent annually to $9.2 billion in 2008. Growth will reflect a greater number of program memberships attributable to an aging and increasingly health conscious population, stepped up efforts by medical professionals to combat the overweight epidemic, and aggressive marketing tactics implemented by weight control program operators.

Upward trends in severe obesity conditions, coupled with many patients who are unresponsive to normal dieting techniques, will promote rapid growth in the number of weight loss (or bariatric) surgical procedures. In 2008, a projected 200,000 of these procedures will be performed in the US, up 10.2 percent annually from 2003.

In 2003, non-medically supervised weight loss programs will advance 5.2 percent annually to $2.1 billion in 2008. Growth will be based on establishments adding new products and services and attracting more overweight individuals unable to lose desired pounds without professional help.

Study coverage

This new Freedonia study, Weight Control Products & Services, is available for $3900. It presents historical demand data (1993, 1998, 2003) and forecasts to 2008 and 2013 by type and application. The study also evaluates market share and profiles major firms.
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MARKET OVERVIEW

Medically Supervised Weight Control Programs

Medically supervised programs will continue to account for the largest demand among non-surgical weight control services. Total revenues generated by these programs will increase 7.6 percent annually to $3.3 billion in 2008. The leading market position held by medically supervised weight control programs reflects advantages involving staff credentials and expertise, breadth of services and better overall results. Staffs comprised of licensed health care professionals enhance the perceived image and credibility of these programs among existing and potential enrollees. Many operations employ a team of physicians, nurses, dietitians, psychiatrists and physical training who provide expertise in different areas of weight control. Accordingly, these types of programs are able to offer a broader range of services than commercial establishments. Specific types of services available from comprehensive medically supervised weight control programs include:

- Weight-Related Conditions (million) $ medically supervised prog/cond
- Medically Supervised W-C Programs
  - Hospitals
  - Physicians’ Practices
  - Outpatient Facilities
  - Other
- % medically supervised programs
- Weight Control Services Demand

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<td>Other</td>
<td>112</td>
<td>140</td>
<td>180</td>
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<td>% medically supervised programs</td>
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<td>6355</td>
<td>9200</td>
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Data supported with the aid of more than 40 tables and charts

Freedonia’s methods involve:

- Establishing consistent economic and market forecasts
- Using input/output ratios, flow charts and other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts and end-users
- Researching a proprietary database that includes trade publications, government reports and corporate literature

PRODUCTS

Herbal- & Plant-Based Weight Control Supplements: Benefiting from the ban on ephedra, herbal- and plant-based weight control supplements will generate rapid growth opportunities. Combined demand for these products is projected to increase nearly 38 percent annually to $570 million in 2008. Reflecting overall safety and effectiveness, supplements based on 3-acetyl-7-oxo-dehydroepiandrosterone, grapefruit extract, green tea extract, guarana extract, hoodia cactus, hydroxycitric acid, kidney bean extract and yerba mateé are expected to post the strongest gains. Hoodia cactus supplements hold especially promising market potential due to powerful suppressing effects on appetite sensations in the brain and lack of harmful side effects.

As of early 2004, the top-selling herbal- and plant-based weight control supplements were HYDROXCUT (Muscle Tech Research and Development), XENADRINE EFX (Nutraquest), TRIMSPA COMPLETELY EPHEDRA FREE (Nutramerica), PATENTLEAN (PatentHEALTH), DEXATRIM NATURAL (Chattem) and METABOLIFE ULTRA (Metabolife International). Combined, these preparations accounted for approximately half of sales in their respective product group. Retail prices of herbal- and plant-based weight control supplements range from 20 cents to 40 cents per tablet or capsule, with products typically sold in quantities of 20 to 40 per person. Most of the major brands are formulated with multiple ingredients that affect various aspects of body metabolism, fat and carbohydrate absorption, and appetite sensation. Market shares held by the top-selling herbal- and plant-based weight control supplements are expected to change significantly due to new, improved product introductions and shifting consumer preferences.

3-Acetyl-7-Oxo-Dehydroepiandrosterone: Derived from plant sources, 3-acetyl-7-oxo-dehydroepiandrosterone is based on a metabolic regulator made by the adrenal glands from the hormone DHEA. By increasing the body’s metabolism rate, the compound promotes the burning of calories. Scientific studies have confirmed this action and have shown that supplements based on 3-acetyl-7-oxo-dehydroepiandrosterone are safe for human consumption. The compound
### Other Titles from The Freedonia Group

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### Cosmetic & Toiletry Chemicals

The US market for chemicals and other materials used in the production of cosmetics and toiletries is analyzed in this study. It presents historical demand data and forecasts to 2008 and 2013 by product type (e.g., surfactants, natural products, aroma chemicals and blends, fat-based products, polymers, inorganics, petroleum products, alcohols); by function; and by market. The study also presents company market share data and profiles major industry competitors.

#1653

### Cosmetic Surgery Products

The US market for cosmetic surgery is analyzed in this study. It presents historical demand data (1992, 1997, 2002) and forecasts to 2007 and 2012 by procedure (e.g., injections, laser treatments, skin resurfacing, implants, lifts and tucks, liposuction, surgical reshaping, dental); and by product (e.g., lasers, microdermabrasion, liposuction equipment, implants, botulinum toxin, collagen, bandages and dressings, wound closures). The study also presents market share data and profiles leading industry competitors.

#1741

### Soy Products & Markets

US demand for soy products will grow 5.4% annually through 2007. In the dominant food sector, proven health benefits and a spate of new products will spur strong gains in soy-based beverages and nutra-ceuticals. Industrial applications will be driven by surging demand for biodiesel, soy-based polyols and soybean-oil based plasticizers. This study analyzes the $6.6 billion US soy products industry to 2007 and 2012 by type and market. It also profiles industry competitors and evaluates company market shares.

#1699

### Anti-Aging Products

Anti-aging products demand in the US will grow 11.1% annually through 2007, propelled by a stream of products offering appearance-enhancing benefits. Fastest gains are projected for memory improvement and sexual dysfunction/impotence products, while botulinum toxin and drug active ingredients lead gains by chemical. This study analyzes the $17 billion US anti-aging products industry to 2007 and 2012 by type and chemical. It also profiles industry competitors and presents market share data.

#1682

### Cosmeceuticals

Demand for consmeceuticals in the US will grow 8.5% yearly through 2007, propelled by a stream of new products offering appearance-enhancing benefits for an aging population. Skin care products will remain the dominant segment while professional products (e.g., PROPECIA, BOTOX) and botanical extracts are projected for memory improvement and appearance enhancing benefits. Fastest gains are driven by a stream of products that offer health and

#1653

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