Weight Loss and Weight Management Market by Equipment, Surgical Equipment, Diet, Weight Loss Services - Forecast to 2019

Description: Weight Loss and Weight Management Market by Equipment (Fitness Equipment (Treadmill, Stair Steppers)), Surgical Equipment (Adjustable Gastric Band, Gastric Bypass), Diet (Weight Loss Meals, Diet Soft Drinks), Weight Loss Services - Forecast to 2019

The global weight loss and weight management market is expected to reach $206.4 billion by 2019 from $148.1 billion in 2014, growing at a CAGR of 6.9% from 2014 to 2019. The weight loss and weight management market is categorized on the basis of diets, equipment, and services.

Factors such as rising obesity rates, increasing risks of lifestyle diseases, increasing number of bariatric surgeries, increase in disposable incomes, and technological advancements are driving the growth of the weight loss and weight management market. Furthermore, strong government support and funding is another major factor promoting growth of this market. For instance, the U.K. government started the "Change4Life initiative" in 2009, a multipronged approach that encourages behavioral changes in people and includes marketing strategies such as advertising campaigns, websites, resources, and partnership opportunities to encourage people to eat well and live longer. Moreover, the U.K. government announced the launch of "Call to Action on Obesity" program. This program aims to set a weight reduction trend among children and adults by 2020. The program has also issued a calorie reduction challenge to the food and beverage industry to reduce daily calorie intake. Such support is likely to provide impetus for growth of this market.

The relatively untapped Asian region provides an array of growth opportunities for the weight loss and weight management market. Large population base, rapid urbanization, increasing disposable incomes, rising prevalence of obesity, and growing awareness and health consciousness among citizens are the factors responsible for the growth of this market. To leverage these market opportunities and to reduce the manufacturing and distribution costs, various market players are building manufacturing facilities and strengthening their sales force in these developing economies. However, high cost of low-calorie diets and deceptive marketing strategies adopted by industry players are hindering the growth of this market.

Apart from the comprehensive geographical analysis, product analysis, and market sizing, the report also provides a competitive landscape that covers the growth strategies adopted by industry players over the last three years. In addition, the company profiles comprise basic views on the key players in the weight loss and weight management market and their product portfolios, developments, and strategies adopted by market players to maintain and increase their market shares in the near future. The above-mentioned market research data, current market size, and forecast of future trends will help key players and new entrants to make informed decisions regarding product offerings, geographical focus, and change in strategic approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms garner a greater market share. Firms purchasing the report can use any one or a combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the product portfolios of top players in the weight loss and weight management market. The report analyzes the weight loss and weight management market by diet, equipment, and services
- Product Development/Innovation: Detailed insights on upcoming technologies, R&D activities, and new product launches in the weight loss and weight management market
- Competitive Assessment: In-depth assessment of market strategies, geographical and business segments,
and product portfolios of the leading players in the weight loss and weight management market
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes
the market for various weight loss and weight management products across geographies
- Market Diversification: Exhaustive information about new products and services, untapped geographies,
recent developments, and investments in the weight loss and weight management market

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Weight Loss Management Market Definition
   1.3 Obesity Management Market Scope
   1.3.1 Obesity Management Markets Covered
   1.3.2 Years Considered for the Study
   1.4 Currency
   1.5 Limitations
   1.6 Market Stakeholders

2 Research Methodology
   2.1 Weight Loss Management Market Size Estimation
   2.2 Obesity Management Market Breakdown and Data Triangulation
   2.3 Key Data From the Secondary Sources
   2.4 Key Data From Primary Sources
   2.5 Key Industry Insights Key Industry Insights
   2.6 Assumptions for the Study

3 Executive Summary

4 Premium Insights
   4.1 Weight Loss Management Market, By Equipment
   4.2 Obesity Management Market Shares: Weight Loss Management Fitness Equipment
   4.4 Weight Loss Management Market, By Diet
   4.5 Geographic Snapshot
   4.6 Weight Loss Management: Life Cycle, By Region

5 Market Overview
   5.1 Introduction
   5.2 Weight Loss Management Market Segmentation
   5.2.1 Weight Loss Management Market, By Diet
   5.2.2 Obesity Management Market, By Equipment
   5.2.2.1 Weight Loss Management Market, By Surgical Equipment
   5.2.2.2 Obesity Management, By Fitness Equipment
   5.2.3 Weight Loss Management Market, By Service
   5.2.4 Obesity Management Market, By Region
   5.3 Obesity Management Market Dynamics
   5.4 Drivers
   5.4.1 Growing Rate of Obesity
   5.4.2 Increasing Number of Bariatric Surgeries
   5.4.3 Rise in Disposable Income in Developing Economies
   5.4.4 Increasing Number of Lifestyle Diseases
   5.4.5 Government Support
   5.4.6 Technological Advancements
   5.5 Restraints
   5.5.1 High Costs of Low-Calorie Diets
   5.5.2 Deceptive Marketing Strategies
   5.6 Opportunities
   5.6.1 Emerging Markets Offer Significant Potential
   5.6.2 Increasing Rate of Childhood Obesity
   5.7 Challenges
   5.7.1 Regulatory Compliance

6 Industry Insights
   6.1 Introduction
6.2 Porter’s Five Forces Analysis
6.2.1 Threat From New Entrants
6.2.2 Threat of Substitutes
6.2.3 Intensity of Competitive Rivalry
6.2.4 Bargaining Power of Buyers
6.2.5 Bargaining Power of Suppliers
6.3 Strategic Benchmarking
6.4 Industry Trends

7 Weight Loss & Weight Management Market, By Diet
7.1 Introduction
7.2 Meals
7.2.1 Meal Replacements
7.2.2 Low-Calorie Sweeteners
7.2.3 Low-Calorie Diets
7.2.4 Organic Food
7.3 Beverages
7.3.1 Low-Calorie Beverages & Diet Soft Drinks
7.3.2 Herbal Tea & Green Tea
7.3.3 Slimming Water
7.3.4 Other Low-Calorie Beverages
7.4 Supplements
7.4.1 Proteins
7.4.2 Fibers
7.4.3 Green Tea Extract
7.4.4 Conjugated Linoleic Acid (CLA)

8 Weight Loss & Weight Management Market, By Equipment
8.1 Introduction
8.2 Fitness Equipment
8.2.1 Cardiovascular Training (Cardio) Equipment
8.2.1.1 Treadmills
8.2.1.2 Elliptical Trainers
8.2.1.3 Stationary Cycles
8.2.1.4 RoWing Machines
8.2.1.5 Stair Steppers
8.2.1.6 Other Cardio Equipment
8.2.2 Strength Training Equipment
8.2.2.1 Single-Station Equipment
8.2.2.2 Plate-Loaded Equipment
8.2.2.3 Benches and Racks
8.2.2.4 Multistations
8.2.2.5 Free Weights
8.2.2.6 Accessories
8.2.3 Fitness Monitoring Equipment
8.2.4 Body Composition Analyzers
8.3 Surgical Equipment
8.3.1 Minimally Invasive/Bariatric Surgical Equipment
8.3.1.1 Gastric Bypass Surgery
8.3.1.2 Laparoscopic Sleeve Gastrectomy
8.3.1.3 Laparoscopic Adjustable Gastric Banding Systems
8.3.1.4 Biliopancreatic Diversion Surgery/Duodenal Switch
8.3.1.5 Revision Surgery
8.3.2 Non-Invasive Surgical Equipment
8.3.2.1 Intragastric Balloon Systems
8.3.2.2 Endobarrier Devices
8.3.2.3 Endoscopic Suturing/ Stapling Devices
8.3.2.4 Stomaphyx

9 Weight Loss & Weight Management Market, By Service
9.1 Introduction
9.1.1 Fitness Centers and Health Clubs
9.1.2 Slimming Centers and Commercial Weight Loss Centers
9.1.3 Consulting Services
9.1.4 Online Weight Loss Programs

10 Weight Loss & Weight Management Market, By Region
10.1 Introduction
10.2 Pest Analysis
10.2.1 Political Factors
10.2.2 Economical Factors
10.2.3 Social Factors
10.2.4 Technological Factors
10.3 North America
10.4 Europe
10.5 Asia
10.6 Rest of the World (RoW)

11 Competitive Landscape
11.1 Overview
11.2 Weight Loss Management Market Share Analysis
11.2.1 Obesity Management Market Share Analysis, By Surgical Equipment
11.2.2 Obesity Management Market Share Analysis, By Fitness Equipment
11.3 Competitive Situation and Trends
11.3.1 New Product Launches
11.3.2 Agreements, Partnerships, and Collaborations
11.3.3 Acquisitions
11.3.4 Expansions
11.3.5 Other Developments

12 Company Profile
12.1 Atkins Nutritionals, Inc.
12.1.1 Business Overview
12.1.2 Product Portfolio
12.1.3 Key Strategy
12.1.4 Recent Developments
12.1.5 MNM View
12.2 Nutrisystem, Inc.
12.2.1 Business Overview
12.2.2 Product Portfolio
12.2.3 Key Strategy
12.2.4 Recent Developments
12.2.5 MNM View
12.3 Herbalife Ltd.
12.3.1 Business Overview
12.3.2 Product Portfolio
12.3.3 Key Strategy
12.3.4 Recent Developments
12.3.5 MNM View
12.4 Ethicon (Subsidiary of Johnson & Johnson)
12.4.1 Business Overview
12.4.2 Product Portfolio
12.4.3 Key Strategy
12.4.4 Recent Developments
12.4.5 MNM View
12.5 Apollo Endosurgery, Inc.
12.5.1 Business Overview
12.5.2 Product Portfolio
12.5.3 Key Strategy
12.5.4 Recent Developments
12.6 Brunswick Corporation
12.6.1 Business Overview
12.6.2 Product Portfolio
12.6.3 Key Strategy
12.6.4 Recent Developments
12.6.5 MNM View
12.7 Cybex International, Inc. (A Wholly Owned Subsidiary of Um Holdings)
12.7.1 Business Overview
12.7.2 Products and Services
12.7.3 Key Strategy
12.7.4 Recent Developments
12.8 Johnson Health Technology Co., Ltd.
12.8.1 Business Overview
12.8.2 Product Portfolio
12.8.3 Key Strategy
12.8.4 Recent Developments
12.9 Technogym SPA
12.9.1 Business Overview
12.9.2 Products & Services
12.9.3 Key Strategy
12.9.4 Recent Developments
12.10.1 Business Overview
12.10.2 Products & Services
12.10.3 Key Strategy
12.10.4 Recent Developments
12.10.5 MNM View
12.11 Covidien PLC (Wholly-Owned Subsidiary of Medtronic PLC)
12.11.1 Business Overview
12.11.2 Product Portfolio
12.11.3 Key Strategy
12.11.4 Recent Developments
12.12 Ediets.Com, Inc. (A Wholly Owned Subsidiary of as Seen on TV, Inc.)
12.12.1 Business Overview
12.12.2 Product Portfolio
12.12.3 Key Strategy
12.12.4 Recent Developments
12.13 Kellogg Company
12.1.1 Business Overview
12.1.2 Product Portfolio
12.1.3 Key Strategy
12.1.4 Recent Developments
12.2 Amer Sports
12.2.1 Business Overview
12.2.2 Product Portfolio
12.2.3 Key Strategy
12.2.4 Recent Developments
12.3 Jenny Craig, Inc. (Subsidiary of North Castle Partners)
12.3.1 Business Overview
12.3.2 Product Portfolio
12.3.3 Key Strategy
12.3.4 Recent Developments

13 Appendix
13.1 Insights From Industry Experts
13.2 Discussion Guide
13.3 Other Recent Developments
13.3.1 Nutrisystem, Inc.
13.3.2 Herbalife Ltd.
13.3.3 Ethicon, Inc.
13.3.4 Brunswick Corporation
13.3.5 Technogym SPA
13.3.6 Weight Watchers International, Inc.
13.3.7 Kellogg Company
13.3.8 Amer Sports
13.4 Introducing RT: Real-Time Market Intelligence
13.5 Available Customizations
13.6 Related Reports

List of Tables (124 Tables)
Table 1 Global Classification of Underweight, Overweight, and Obesity in Adults
Table 2 Growing Obesity Rates to Fuel Weight Loss Management Market Growth
Table 3 High Costs of Low-Calorie Diets May Hinder the Growth of Obesity Management Market
Table 4 Increasing Childhood Obesity Rates Offer Excellent Market Opportunity
Table 5 Weight Loss Management Market Size, By Diet, 2012–2019 ($Million)
Table 6 Obesity Management Market Size, By Region, 2012–2019 ($Million)
Table 7 Weight Loss Management Diet Market Size, By Meal, 2012–2019 ($Million)
Table 8 Meals Market Size, By Region, 2012–2019 ($Million)
Table 9 Weight Loss Management Market Size for Meal Replacements, By Region, 2012–2019 ($Million)
Table 10 Obesity Management Market Size for Low Calorie Sweeteners, By Region, 2012–2019 ($Million)
Table 11 Market Size for Low Calorie Diets, By Region, 2012–2019 ($Million)
Table 12 Obesity Management Market Size for Organic Food, By Region, 2012–2019 ($Million)
Table 13 Weight Loss Management Beverages Market Size, By Type, 2012–2019 ($Million)
Table 14 Beverages Market Size, By Region, 2012–2019 ($Million)
Table 15 Weight Loss Management Market Size for Low Calorie Beverages & Diet Soft Drinks, By Region, 2012–2019 ($Million)
Table 16 Obesity Management Market Size for Herbal Tea & Green Tea, By Region, 2012–2019 ($Million)
Table 17 Market Size for Slimming Water, By Region, 2012–2019 ($Million)
Table 18 Obesity Management Market Size for Other Low Calorie Beverages, By Region, 2012–2019 ($Million)
Table 19 Weight Loss Management Market Size, By Supplement, 2012–2019 ($Million)
Table 20 Supplements Market Size, By Region, 2012–2019 ($Million)
Table 21 Weight Loss Management Market Size for Proteins, By Region, 2012–2019 ($Million)
Table 22 Obesity Management Market Size for Fibers, By Region, 2012–2019 ($Million)
Table 23 Market Size for Green Tea Extract, By Region, 2012–2019 ($Million)
Table 24 Market Size for Conjugated Linoleic Acid, By Region, 2012–2019 ($Million)
Table 25 Weight Loss Management Market Size, By Equipment, 2012–2019 ($Million)
Table 26 Obesity Management Market Size for Fitness Equipment, By Region, 2012–2019 ($Million)
Table 27 Market Size for Surgical Equipment, By Region, 2012–2019 ($Million)
Table 28 Obesity Management Market Size for Fitness Equipment, By Type, 2012–2019 ($Million)
Table 29 Market Size for Fitness Equipment, By Region, 2012–2019 ($Million)
Table 30 Obesity Management Market Size for Cardiovascular Training Equipment, By Type, 2012–2019 ($Million)
Table 31 Weight Loss Management Market Size for Cardiovascular Training Equipment, By Region, 2012–2019 ($Million)
Table 32 Obesity Management Market Size for Treadmills, By Region, 2012–2019 ($Million)
Table 33 Market Size for Elliptical Trainers, By Region, 2012–2019 ($Million)
Table 34 Market Size for Stationary Cycles, By Region, 2012–2019 ($Million)
Table 35 Market Size for Rowing Machines, By Region, 2012–2019 ($Million)
Table 36 Obesity Management Market Size for Stair Steppers, By Region, 2012–2019 ($Million)
Table 37 Weight Loss Management Market Size for Other Cardio Equipment, By Region, 2012–2019 ($Million)
Table 38 Obesity Management Market Size for Strength Training Equipment, By Type, 2012–2019 ($Million)
Table 39 Market Size for Strength Training Equipment, By Region, 2012–2019 ($Million)
Table 40 Market Size for Single-Station Equipment, By Region, 2012–2019 ($Million)
Table 41 Obesity Management Market Size for Plate-Loaded Equipment, By Region, 2012–2019 ($Million)
Table 42 Weight Loss Management Market Size for Benches and Racks, By Region, 2012–2019 ($Million)
Table 43 Obesity Management Market Size for Multistation Equipment, By Region, 2012–2019 ($Million)
Table 44 Market Size for Free Weights, By Region, 2012–2019 ($Million)
Table 45 Weight Loss Management Market Size for Accessories, By Region, 2012–2019 ($Million)
Table 46 Market Size for Fitness Monitoring Equipment, By Region, 2012–2019 ($Million)
Table 47 Obesity Management Market Size for Body Composition Analyzers, By Region, 2012–2019 ($Million)
Table 48 Market Size for Surgical Equipment, By Type, 2012–2019 ($Million)
Table 49 Weight Loss Management Market Size for Minimally Invasive Surgical Equipment, By Type, 2012–2019 ($Million)
Table 50 Obesity Management Market Size for Minimally Invasive Surgical Equipment, By Region, 2012–2019 ($Million)
Table 51 Market Size for Gastric Bypass Surgery, By Region, 2012–2019 ($Million)
Table 52 Weight Loss Management Market Size for Laparoscopic Sleeve Gastrectomy, By Region, 2012–2019 ($Million)
Table 53 Obesity Management Market Size for Laparoscopic Adjustable Gastric Banding Systems, By Region, 2012–2019 ($Million)
Table 54 Market Size for Biliopancreatic Diversion Surgery, By Region, 2012–2019 ($Million)
Table 55 Market Size for Revision Surgery, By Region, 2012–2019 ($Million)
Table 56 Obesity Management Market Size for Non-Invasive Surgical Equipment, By Type, 2012–2019 ($Million)
Table 57 Market Size for Non-Invasive Surgical Equipment, By Region, 2012–2019 ($Million)
Table 58 Obesity Management Market Size for Intragastric Balloon Systems, By Region, 2012–2019 ($Million)
Table 59 Market Size for Endobarrier Devices, By Region, 2012–2019 ($Million)
Table 60 Market Size for Endoscopic Suturing Devices, By Region, 2012–2019 ($Million)
Table 61 Obesity Management Market Size for Stomaphyx, By Region, 2012–2019 ($Million)
Table 62 Weight Loss Management Services Market Size, By Type, 2012–2019 ($Million)
Table 63 Weight Loss Management Services Market Size, By Region, 2012–2019 ($Million)
Table 64 Services Market Size for Fitness Centers, By Region, 2012–2019 ($Million)
Table 65 Weight Loss Management Services Market Size for Slimming Centers, By Region, 2012–2019 ($Million)
Table 66 Services Market Size for Consulting Services, By Region, 2012–2019 ($Million)
Table 67 Weight Loss Management Services Market Size for Online Weight Loss Programs, By Region, 2012–2019 ($Million)
Table 68 Global Weight Loss Management Market, By Type, 2012-2019 ($Billion)
Table 69 Obesity Management Market, By Region, 2012-2019 ($Billion)
Table 70 North America: Weight Loss Management Market Size, By Diet, 2012-2019 ($Million)
Table 71 North America: Obesity Management Market Size, By Meal, 2012-2019 ($Million)
Table 72 North America: Market Size, By Beverage, 2012-2019 ($Million)
Table 73 North America: Market Size, By Supplement, 2012-2019 ($Million)
Table 74 North America: Market Size, By Equipment, 2012-2019 ($Million)
Table 75 North America: Market Size, By Surgical Equipment, 2012-2019 ($Million)
Table 76 North America: Weight Loss Management Market Size, By Minimally Invasive/Bariatric Surgical Equipment, 2012-2019 ($Million)
Table 77 North America: Market Size, By Non-Minimally Invasive Surgical Equipment, 2012-2019 ($Million)
Table 78 North America: Weight Loss Management Market Size, By Fitness Equipment, 2012-2019 ($Million)
Table 79 North America: Market Size, By Cardiovascular Training Equipment, 2012-2019 ($Million)
Table 80 North America: Market Size, By Strength Training Equipment, 2012-2019 ($Million)
Table 81 North America: Obesity Management Market Size, By Services, 2012-2019 ($Million)
Table 82 Europe: Market Size, By Diet, 2012-2019 ($Million)
Table 83 Europe: Obesity Management Market Size, By Meal, 2012-2019 ($Million)
Table 84 Europe: Market Size, By Beverage, 2012-2019 ($Million)
Table 85 Europe: Market Size, By Supplement, 2012-2019 ($Million)
Table 86 Europe: Market Size, By Equipment, 2012-2019 ($Million)
Table 87 Europe: Weight Loss Management Market Size, By Surgical Equipment, 2012-2019 ($Million)
Table 88 Europe: Market Size, By Minimally Invasive/ Bariatric Surgery Equipment, 2012-2019 ($Million)
Table 89 Europe: Market Size, By Non-Minimally Invasive Surgical Equipment, 2012-2019 ($Million)
Table 90 Europe: Weight Loss Management Market Size, By Fitness Equipment, 2012-2019 ($Million)
Table 91 Europe: Market Size, By Cardiovascular Training Equipment, 2012-2019 ($Million)
Table 92 Europe: Market Size, By Strength Training Equipment, 2012-2019 ($Million)
Table 93 Europe: Obesity Management Market Size, By Service, 2012-2019 ($Million)
Table 94 Asia: Market Size, By Diet, 2012-2019 ($Million)
Table 95 Asia: Obesity Management Market Size, By Meal, 2012-2019 ($Million)
Table 96 Asia: Market Size, By Beverage, 2012-2019 ($Million)
Table 97 Asia: Market Size, By Supplement, 2012-2019 ($Million)
Table 98 Asia: Market Size, By Equipment, 2012-2019 ($Million)
Table 99 Asia: Weight Loss Management Market Size, By Surgical Equipment, 2012-2019 ($Million)
Table 100 Asia: Market Size, By Minimally Invasive/ Bariatric Surgical Equipment, 2012-2019 ($Million)
Table 101 Asia: Market Size, By Non-Minimally Invasive Surgical Equipment, 2012-2019 ($Million)
Table 102 Asia: Weight Loss Management Market Size, By Fitness Equipment, 2012-2019 ($Million)
Table 103 Asia: Market Size, By Cardiovascular Training Equipment, 2012-2019 ($Million)
Table 104 Asia: Market Size, By Strength Training Equipment, 2012-2019 ($Million)
Table 105 Asia: Obesity Management Market Size, By Services, 2012-2019 ($Million)
Table 106 RoW: Market Size, By Diet, 2012-2019 ($Million)
Table 107 RoW: Obesity Management Market Size, By Meal, 2012-2019 ($Million)
Table 108 RoW: Market Size, By Beverage, 2012-2019 ($Million)
Table 109 RoW: Market Size, By Supplement, 2012-2019 ($Million)
Table 110 RoW: Market Size, By Equipment, 2012-2019 ($Million)
Table 111 RoW: Weight Loss Management Market Size, By Surgical Equipment, 2012-2019 ($Million)
Table 112 RoW: Market Size, By Minimally Invasive/ Bariatric Surgical Equipment, 2012-2019 ($Million)
Table 113 RoW: Market Size, By Non-Minimally Invasive/ Bariatric Surgical Equipment, 2012-2019 ($Million)
Table 114 RoW: Weight Loss Management Market Size, By Fitness Equipment, 2012-2019 ($Million)
Table 115 RoW: Market Size, By Cardiovascular Training Equipment, 2012-2019 ($Million)
Table 116 RoW: Market Size, By Strength Training Equipment, 2012-2019 ($Million)
Table 117 RoW: Obesity Management Market Size, By Services, 2012-2019 ($Million)
Table 118 Recent New Product Launches
Table 119 Recent Agreements, Partnerships, and Collaborations
Table 120 Recent Acquisitions
Table 121 Recent Expansions
Table 122 Recent Developments
Table 123 Exchange Rates (Used for Conversion of TWD to USD)
Table 124 Exchange Rates (Utilized for Conversion of Euro to USD)

List of Figures (57 Figures)

Figure 1 Research Methodology
Figure 2 Weight Loss Management Market Size Estimation: Bottom-Up Approach
Figure 3 Obesity Management Market Size Estimation: Top-Down Approach
Figure 4 Breakdown of Primary Interviews: By Company Type, Designation, and Region
Figure 5 Data Triangulation Methodology
Figure 6 Weight Loss Management Market, By Diet (2014 vs. 2019): Beverages Segment to Dominate Market in the Forecast Period
Figure 7 Fitness Equipment Segment Held Largest Market Share in 2014
Figure 8 Online Weight Management Services Offer High Growth Opportunities
Figure 9 Obesity Management Market, By Region: North America Held Largest Share in 2014
Figure 10 New Product Launch Was the Key Strategy Adopted By the Market Players
Figure 11 Weight Loss Management Fitness Equipment Market Segment Holds Growth Potential
Figure 12 Cardiovascular Training Equipment Held Largest Share of the Fitness Equipment Market in 2014
Figure 13 Laparoscopic Sleeve Gastrectomy to Offer Significant Contribution to Market Growth (2014-2019)
Figure 14 Supplements Market to Grow at Highest Rate
Figure 15 Asia to Witness Highest Growth in the Forecast Period
Figure 16 Asia and RoW Obesity Management Market Are in the Growth Phase
Figure 17 Weight Loss Market Segmentation, By Diet
Figure 18 Obesity Management Market Segmentation, By Equipment
Figure 19 Market Segmentation, By Surgical Equipment
Figure 20 Obesity Management Market Segmentation, By Fitness Equipment
Figure 21 Obesity Management Market Segmentation, By Service
Figure 22 Obesity Management Market Segmentation, By Region
Figure 23 Growing Obese Population Will Drive the Market Growth
Figure 24 Porter's Five Force Analysis
Figure 25 Strategic Benchmarking: Atkins Nutritionals, Nutrisystem, Herb life, & Kellogg Adopted Organic Growth Strategies
Figure 26 Supplements Segment to Witness the Highest Growth During the Forecast Period (2014–2019)
Figure 27 Herbal Tea/Green Tea Market to Witness High Growth
Figure 28 Supplements Market to Witness High Growth in Asia
Figure 29 Fitness Equipment to Dominate the Weight Loss and Weight Management Market From 2014-2019
Figure 30 Stair Steppers Offer Significant Growth Opportunities for the Cardiovascular Training Equipment Market
Figure 31 Single Stations Dominated the Strength Training Equipment Market in 2014
Figure 32 Non Invasive Equipment Set to Surpass the Surgical Equipment Market
Figure 33 Laparoscopic Sleeve Gastrectomy to Witness A High Growth Rate During the Forecast Period (2014–2019)
Figure 34 Online Weight Loss Programs Are the Fastest-Growing Segment in the Weight Loss Management Services Market
Figure 35 Fitness Centers in Asia to Witness Double-Digit Growth
Figure 36 Asia and RoW Will Be the New Revenue Pockets
Figure 37 Asia: an Attractive Destination for the Minimally Invasive/Bariatric Surgical Equipment Market
Figure 38 North America: Obesity Management Market Snapshot
Figure 39 Strong Government Support Likely to Drive the Growth of the Market
Figure 40 Players Majorly Adopted the Strategy of New Product Launches From 2012 to 2015
Figure 41 Weight Loss Management Market Share Analysis, By Surgical Equipment (2013)
Figure 42 Obesity Management Market Share Analysis, By Fitness Equipment (2013)
Figure 43 Battle for Market Share: New Product Launch Was the Key Strategy
Figure 44 Atkins Nutritionals, Inc.: Company Snapshot
Figure 45 Nutrisystem, Inc.: Company Snapshot
Figure 46 Herbalife Ltd.: Company Snapshot
Figure 47 Johnson & Johnson: Company Snapshot
Figure 48 Apollo Endosurgery, Inc.: Company Snapshot
Figure 49 Brunswick Corporation: Company Snapshot
Figure 50 Johnson Health Technology Co., Ltd.: Company Snapshot
Figure 51 Technogym SPA: Company Snapshot
Figure 52 Weight Watchers International, Inc.: Company Snapshot
Figure 53 Covidien PLC: Company Snapshot
Figure 54 As Seen on TV, Inc.: Company Snapshot
Figure 55 Kellogg Company: Company Snapshot
Figure 56 Amer Sports: Company Snapshot
Figure 57 Jenny Craig, Inc.: Company Snapshot

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