

Exclusive Report on Digital Weight Loss Market Report: Online, Apps & More



Digital Weight Loss Market: Online, Apps and More
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Navi Mumbai, Apr 23, 2019 (Issuewire.com) - Bharat Book Bureau Provides the Trending Market Research Report on “**The Digital Weight Loss Market: Online, Apps & More**” under **Healthcare** Category. The report offers a collection of superior market research, market analysis, competitive intelligence and Market reports.

[Digital or Virtual Weight Loss Market](#) is a growing \$1.4 billion. Technology and increased usage of the Internet have changed the way Americans lose weight, and how they access the services of weight loss companies and experts. New companies and apps for smartphones have entered the market in attempts to “disrupt” long-established players like Weight Watchers. Successful weight loss companies today have both offline and online methods of reaching dieters.

This is a completely new analysis and is the most comprehensive investigation of the “virtual” weight loss market published by anyone worldwide.

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The report covers... Market dollar value & growth rate from 2006 to 2023 forecast, latest market trends and developments, nature & structure of the digital diet market (type of diet websites, portals, retail and healthcare sites selling diet products), status report of the broader \$72 billion weight loss market, opinions and outlook for the market by competitors and analysts, online dieter demographics, analysis of weight loss websites (their operating models, revenue sources, top 25 traffic ranks), weight loss apps and fitness trackers (downloads, revenues, ranking, features, effectiveness), online weight loss courses, and usage of telemedicine for weight loss video coaching. Also includes a weight loss industry Reference Directory

Contains 21 in-depth competitor profiles for:

- Weight Watchers.com
- MyFitnessPa
- Fitbit
- Noom
- CaloriesCount.com
- Diet.com
- JillianMichaels.com
- SparkPeople
- HMR At Home
- Loselt!
- CalorieKing
- Fooducate
- Udemy
- Coursera

Introduction: Study Scope & Methodology

Overview of Major Findings

Discussion of the nature, composition and structure of the market, size and growth rate, 2006-2018, 2019 & 2023 forecasts, key players, revenue models used, factors affecting demand, market segments (websites, apps, subscription plans). Highlights and key points from all report chapters.

Market Nature & Definition

Discussion of: product sales websites, weight loss portal sites, healthcare websites Operating models

Market Structure: Discussion of digital dieting market segments, including Weight loss company websites, healthcare websites, general purpose websites selling diet products (Amazon.com, others)

Weight loss apps for the smartphone

Social media: Facebook, Instagram

List of popular Weight Loss Blogs

Market Size & Growth

Our Reports estimates and actual revenues of key competitors: 2006-2018, 2019 & 2023 Forecasts.

Revenues from internet sales of OTC diet pills and meal replacements, by large retailers and others

Revenues of the top weight loss apps (Fitbit, MyFitnessPal, Noom, etc.)

Discussion of major market trends

Reasons for growth, factors affecting demand currently vs. the next five years.

Outlook by competitors and analysts (WeightWatchers.com, Calorie King, Diets In Review)

Tables:

Market mix: major market segments by type: 2018

Total market size: 2006-2023 F

Digital Dieter Demographics

Summary & discussion

Most popular health & fitness apps in the U.S. – no. of users

Browse our full report with Table of Contents: <https://www.bharatbook.com/marketreports/the-digital-weight-loss-market-online-apps-more/1477297>

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