

Slimming Meals - US - March 2005 (\$2995.00)

The U.S. slimming meals market dropped in value in 2004 to \$2.9 billion from \$3.1 billion in 2003. The decline is due largely to a reshuffling of dietary priorities among consumers. The Atkins low-carb trend, which peaked in 2004, caused many manufacturers to refocus marketing strategies. However, many manufacturers joined the carb-conscious fad too late to take full advantage of its profitability, as consumers are now beginning to concentrate on more holistic health regimens.

As a result, strict diet plans that focus on counting points or rigid adherence to specific dietary regimens are beginning to show signs of wear. Consumers are less apt to subscribe to stringent and difficult weight-loss programs that make them feel guilty for straying off-diet. Mintel expects that as consumers and manufacturers reorganize dieting to revolve around balanced nutrition, the market will again return to growth.

Slimming foods are those marketed to promote weight loss or weight maintenance. The primary category in this market is made up of frozen meals (not shelf stable) including such brands as Weight Watchers, Lean Cuisine, and Healthy Choice.

Other products touched upon in this report include meal replacement bars, sports and energy bars and weight control drinks such as Slim·Fast. While sports and energy bars are not positioned as weight loss products, Mintel has included them with the understanding that many consumers use them for meal replacement.

Other Mintel reports of relevance include:

- Gum and Mints - US - January 2005
- Yogurts - US - February 2005
- Premium Chocolate Confectionery - US - February 2005
- Store Brand Foods - US - April 2005
- Pasta Sauces - US - April 2005
- Cheese - US - April 2005
- Weight Control - US - April 2005