

WEIGHT *Management* IN AMERICA

Motivations and Approaches

In 2015: over half of U.S. adults were trying to lose weight



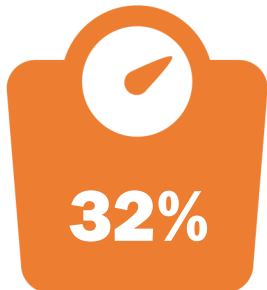
America has evolved away from its approach to weight loss through crash dieting.

Weight management now is increasingly not as much about short-term efforts as it is about permanent dietary alterations.

MOTIVATIONS

HEALTH 86%	Want to improve health in general	68%
	Want to feel better on a day-to-day basis	60%
	Want to have more energy during the day	49%
	Specific health concern/advice from doctor	23%
APPEARANCE 79%	Saw my image in mirror or photo and didn't like what I saw	48%
	Want to look my best now	46%
	Want to look more attractive	45%
	My clothes no longer fitting well	42%
	Want to look my best for the summer/beach	16%
	Want to look my best for upcoming special occasion/trip	14%
AGING 63%	Agging concerns – want to look/feel my best as I get older	48%
	Want to live longer, worried that my weight will prevent that	46%

APPROACHES



of consumers have tried at least one approach to eating in the past year to manage weight and wellness

APPROACHES TO EATING TRIED

- Vegetarian 9%
- Dairy/lactose-free 7%
- Gluten-free 7%
- Weight Watchers 6%
- Juice cleanse or detox 6%
- Vegan 5%
- Atkins 4%
- Seek raw/living foods 4%
- NutriSystem 4%
- Paleo diet 3%
- South Beach diet 3%

TOP 7 MOST WIDELY USED TACTICS TO LOSE WEIGHT*

Watch portion sizes	34%
Control amount of food	28%
Avoid eating late at night	27%
Limit amount of junk food	25%
Watch calories I consume	24%
Eliminate or limit snacks	21%
Minimize sugar/sweets	21%

*Among those trying to lose weight (n=1,211)

Source: **Weight Management & Healthy Lifestyles 2015** and **Health & Wellness 2015** report