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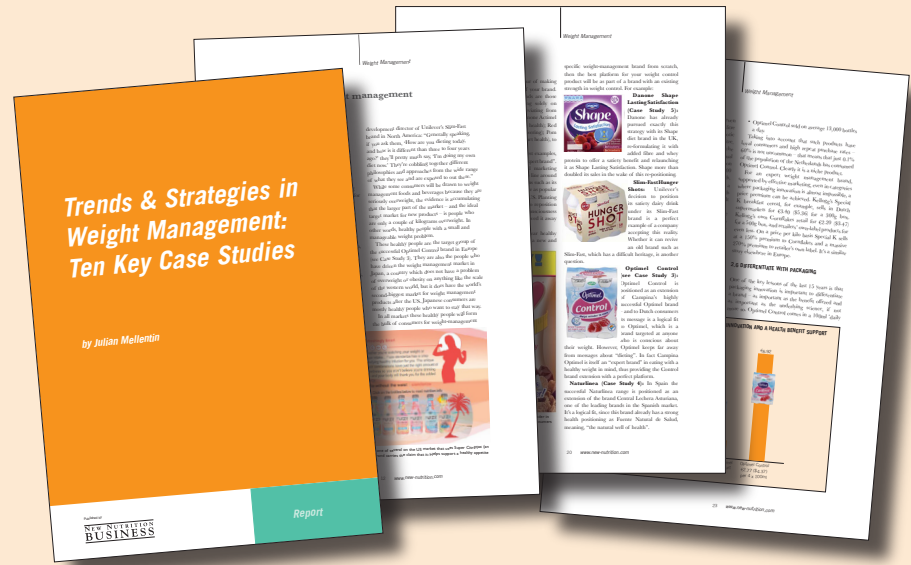
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# Trends & Strategies in Weight Management: Ten Key Case Studies



Published November 2008

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## ABOUT THIS REPORT

This analysis sets out the steps to a successful weight management strategy, based on recent successes and failures in the European and North American markets. The report begins with a concise 40-page analysis setting out:

- Key trends in weight management
- Which brand strategies are most effective and why
- Which ingredient strategies are most effective and why

The analysis is supported by 10 detailed case studies, based on interviews with senior executives at the companies concerned and in the ingredients industry, and all illustrated with supermarket sales data. The case studies show:

- the success factors, and the common causes of failure, for companies commercialising weight management ingredients
- the most effective strategies in marketing communications, packaging and pricing
- how to extend an existing dairy brand with a satiety message and packaging innovation and achieve premium pricing
- how to create a successful new dairy brand based on CLA with a fat-burning message
- how an old dieting dairy brand was revived with fibres and proteins
- how SlimFast halted its sales slide with a satiety message
- how SpecialK became the world's biggest weight management brand
- how a start-up company created a new dairy brand with a satiety message
- how a water brand is trying to create a new point of difference with a message of active weight loss
- how an old brand has used the new benefit of an intrinsic weight management benefit

The report covers:

- 25 ingredients
- Satiety, calorie-burning and fat-burning
- The dairy, water, juice and gum categories

Consumers' ideas about weight management have changed. Old models of dieting brands no-longer apply. Companies are wrestling with how to successfully create, price, position and market weight management brands. New ingredients – from over 40 different suppliers – are fighting for space in the embryonic market.

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