

Pre-publication offer till 31 July 2017

For Self-Improvement Products & Services - 11th Edition





Summary

- ✓ Simply the most comprehensive business analysis that exists of the self-improvement market.
- ✓ This study examines the **\$9-10 billion** market for motivational “[self-improvement](#)” programs and products that seek to improve us physically, mentally, financially or spiritually.

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**Self-Improvement
Products
&
Services**



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Discusses the market for:

- ✓ Books
- ✓ CDs/DVDs
- ✓ Audiobooks
- ✓ Infomercials
- ✓ Motivational Speakers
- ✓ Public Seminars
- ✓ Workshops
- ✓ Retreats
- ✓ Webinars
- ✓ Holistic Institutes
- ✓ Personal Coaching
- ✓ Websites
- ✓ Apps
- ✓ Internet Courses
- ✓ Training Organizations and More



**Nature of the business and outlooks for each market segment.
Major topic categories covered:**

- ✓ Weight Loss/Exercise
- ✓ Business/Sales Skills
- ✓ Business Opportunities/Investing
- ✓ Improving Relationships
- ✓ General Motivational



The study analyzes market segments/industry structure, the market's \$ size/growth (2003-2022 forecast), latest trends, latest survey findings of trade associations, the shift to Internet delivery of content, customer demographics, in-depth profiles of 60 top motivational speakers (Tony Robbins, Deepak Chopra, Phil McGraw, Dr. Laura, Brian Tracy, Suze Orman, Tom Hopkins, Robert Kiyosaki, Zig Ziglar, many others), top 100 infomercials list, 2016 status reports of the U.S. weight loss market, and more.



New For This Edition:

- ✓ Demographic analysis of Millennial vs. Baby Boomer customers
- ✓ New guru/speaker profiles: Oprah Winfrey, Joel Osteen, Tim Ferriss, Jay McGraw, Eckhart Tolle, Danielle LaPorte, Lewis Howes, Paul McKenna, Mel Robbins, John Maxwell, Mastin Kipp.
- ✓ 2017 & 2022 forecasts
- ✓ Analysis of the self-improvement apps market.



Related Report

- ✓ [Business Processes Outsourcing Services Market Global Report 2017](#)
- ✓ [Business Analytics And Enterprise Software Market Global Report 2017](#)
- ✓ [Other Business Services in South Korea: ISIC 7499](#)
- ✓ [The Risky Business of Low-cost Long Haul Airlines](#)
- ✓ [Business and Management Consultancies in South Korea: ISIC 7414](#)



Full Report

The Market For Self-Improvement Products & Services- 11th Edition

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