

January 2022

Self Diagnostics - US

“Following nearly two years of heightened attention on personal health, industry players must capitalize on consumers’ top-of-mind and forward-looking health ambitions going into 2022. In order to sustain the category’s pandemic-fueled growth, continued emphasis on self-diagnostic tools that can help monitor traditional illness and become an integral part of virtual ...

Consumer Approach to Nutrition - US

“Consumers approach nutrition with the best of intentions towards being healthier and feeling better. But external factors like household income complicate their ability to prioritize nutrition and even the ability to put mental effort into looking at labels or counting calories. Clearly labelling products as low sugar, high protein or ...

December 2021

Sleep Health - US

“While many consumers recognize sleep’s contribution to overall health, they often fail to fully understand the direct relationship between quality of sleep and other areas of holistic health, such as mental wellbeing. OTC sleep aid brands must extend their products and messaging beyond basic “fall asleep” and “stay asleep” claims ...

Better for You Eating Trends - US

“The better-for-you foods market has grown steadily in recent years, with the vast majority of adults making healthy food choices at least some of the time. The ongoing nature of COVID-19 has amplified this trend. Some 49% of consumers are choosing BFY products more often than a year ago, and ...

Contraceptives and Sexual Health - US

“Consumers were sheltered at home for a good portion of 2020, and 2021 was expected to be the year of reemergence. While new variants spread throughout the globe, a number of adults were still cautious about social engagements, and thus, new sexual activity. The market is expected to increase slightly ...

November 2021

Approach to Health Management - US

“Personal health is more important than ever before for consumers, but how they approach managing their health is evolving as consumers encounter new health concerns and goals. Adults are taking their learnings from the previous year and applying them to how they care for their health now, with a strong ...

The Vitamins, Minerals and Supplements Shopper - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic. In 2021 the number of adults who shopped for vitamins, minerals or supplement exclusively in-store decreased, while online shopping for these products increased – and many consumers ...

October 2021

Digestive Health - US

“Personal health is top-of-mind for US adults amid the continued threat of COVID-19 and new virus variants, and an emphasis on the holistic nature of overall wellbeing has many consumers considering their digestive health more seriously. With gastrointestinal issues on the rise, brands and consumers alike are looking to sources ...

September 2021

Trends in Vitamins, Minerals and Supplements - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during COVID-19, as consumers stocked up on products to support their overall health and immune systems. Despite a general desire to gain necessary nutrients from food and drink, the vast majority of adults ...

The Natural Health Consumer - US

“Natural health OTC products are uniquely positioned to reach consumers worried about the safety of traditional ingredients who also want to actively treat or prevent certain symptoms or illnesses. The barrier, however, is that many consumers do not know which products or ingredients are right for them, making traditional products ...

August 2021

Functional Drinks - US

“Functionality has been the most important driver to innovation in the non-alcoholic beverages market for the past decade, and consumer demand for drinks with added benefits has only increased during the pandemic. The number of adults consuming drinks with functional claims has risen over a year ago, as has the ...

Exercise Trends - US

“The extended length of the COVID-19 pandemic has forced consumers to adapt to at-home exercise, permanently altering how consumers view the fitness landscape. With exercisers confined to their homes, fitness brands rapidly updated their digital offerings to respond to consumers’ changing expectations. Because consumers now have a vastly expanded array ...

July 2021

OTC Pain Management - US

“The pain management market suffered from 2020-21 due to shifts in typical routines during the pandemic that reduced the need for OTC pain remedies. While the pervasiveness of pain will help maintain category stability, brands will need to meet changing consumer needs by offering preventative products or multifunctional formulas to ...

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

June 2021

Oral Health - US

"The oral care industry fosters innovative product formulas, marketing strategies and tech-based solutions. The market is resonating with consumers now more than ever before, with many adults saying they are investing more time and products into their oral care routines. COVID-19 sparked a newfound comfort in at-home rituals, which further ...

May 2021

Health Technology Trends - US

"Following a year of heightened attention on personal health, consumers are emphasizing both top-of-mind and forward-looking health ambitions going into 2021 and beyond. Health technology can guide newfound health needs of consumers, such as illness prevention and mental health management. Companies have the opportunity to simplify health priorities, cater to ...

April 2021

Managing Common Illness - US

"OTC cold, cough, flu and allergy remedies are facing a time of forced adaptation. The illness management market suffered significantly from 2020-21 due to increased illness prevention behaviors adopted by consumers. Simple habits, such as use of hand sanitizer, taking immune system support products and increased hand washing are likely ...

Snack, Nutrition and Performance Bars - US

"The COVID-19 pandemic has driven consumers to increase at-home cooking and snacking. While this has benefited most snack categories, it undercut those options oriented towards meal replacement and eating on the go. With re-emergence underway, bars are well positioned for a quick recovery and sustained five-year growth. In particular, bars ...

March 2021

Healthy Dining Trends - US

"In recent years the percentage of diners making healthy choices has grown, and the majority of consumers who order from restaurants continue to select healthy menu items at least some of the time. However, the COVID-19 pandemic has caused a decline in balanced dining, with more consumers going the direction ...

Incontinence - US

"Incontinence is in part an age-related disorder and so an older population means a bigger market. But younger consumers report both increased instances and severity of incontinence. This, along with a consumer shift from menstrual products to proper incontinence products for light bladder leakage, is growing the category. As this ...

Sports and Performance Drinks - US

Consumers and the Economic Outlook - US

Health and Wellbeing - USA

“As Americans become increasingly engaged with a health and fitness mentality, the market will see a corresponding increase in diversity of users – and in turn, usage occasions. This will necessitate that innovations capture a broader range of health and wellness benefits. Functional wellness is quickly becoming the next barometer ...

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Drug Stores - US

“It’s a challenging time for drug stores. However, with a global pandemic shaping consumer perceptions and behaviors, including influencing more proactivity when it comes to managing their holistic wellbeing, drug stores have never been in a more prime position to shine. The future of the drug store channel involves offering ...

Children and Health - US

“The children’s health market has strong reach, with nearly three quarters of parents giving their kids OTC pediatric remedies and VMS products, respectively. To that end, market sales have reached more than \$2.5 billion in 2020 and forecasted for steady growth over the next five years. COVID-19 impacted segment ...

January 2021

Wearable Technology - US

“The wearable tech category provides unique value to consumers amidst the COVID-19 pandemic. Hearable devices offer utility both on-the-go as well as working remotely at home, while health-monitoring capabilities of wrist-worn devices gain renewed interest among an increasingly health conscious populous. The economic impact of COVID-19 disproportionately impacts lower-income households ...

Health Management Trends - US

“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year. Illness prevention, prioritizing quality time, stress management and recovery are key themes that will support consumers’ desire ...