

December 2022

Vision Health - US

“The demand for corrective eyewear continues to increase as vision problems become more prevalent in both young and older consumers alike. Many of these issues have arisen due to extended exposure to technology as well as vision issues that come with age. Some consumers acknowledge the effects of age and ...

Consumer Approach to Healthy Eating - US

“Diet has become a four-letter word, but that doesn’t mean it’s lost its grip. Consciously rejecting diet culture, while a start, is a slow process that is still susceptible to the mental health pitfalls of falling off track. Even as inflation threatens preferred product purchase, consumers still want to feel ...

The Changing Face of Healthcare - US

“Most consumers regard the healthcare system as at least somewhat trustworthy, giving healthcare and insurance providers the opportunity to re-examine the way they connect with patients. Despite digital advances in healthcare, consumers still want a traditional healthcare experience that provides comprehensive health so that they feel empowered and in control ...

November 2022

Food and Drink Nutrition Claims - US

“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

Healthy Lifestyles - US

“Consumers are embracing holistic health, prioritizing actions that address both their mental and physical health needs. Healthy lifestyle behaviors traditionally reserved for physical benefits are now being used to boost mental health, underscoring the recognition that health is interconnected.

October 2022

Vitamins, Minerals and Supplements - US

“The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...

September 2022

Digestive Health - US

"Gastrointestinal issues continue to plague consumers on a regular basis as a result of stress, lifestyle and environmental challenges. As consumers strive to optimize their overall health and wellbeing, they are recognizing the vital role that the gut microbiome plays. Consumers seek to treat the underlying causes of digestive issues ...

August 2022

Weight Management Trends - US

"The movement towards holistic health and self-care – fuelled in part by the pandemic – has become part of the conversation surrounding weight management strategies. It's now imperative that industry players utilize a lifestyle approach for the greatest efficacy and sustainability. While emotional 'feel good' factors are important, weight managers ...

OTC Pain Management - US

"The majority of adult consumers experience some degree of regular pain. As life turns to the "next normal" and normal levels of activity resume, consumers are increasingly exposed to practices that increase the risk of pain instance. Following the overall shift toward preventative care, consumers are looking for solutions that ...

Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Oral Health - US

"The pandemic provided the impetus for Americans to establish new healthy at-home rituals in personal care, which fuelled a positive change in oral care routines and products used. Advancing the idea of good oral care as a component of self-care will continue to resonate with a large constituency of consumers ...

June 2022

Medicare - US

Women's Wellness - US

Health and Wellbeing - USA

“As Medicare has adapted to a global health crisis and hurtles toward an uncertain future with trust fund depletion approaching, beneficiary attitudes have responded in kind, with mixed attitudes toward the present and future of the system characterizing a state of flux. Medicare Advantage plans continue to gain popularity while ...

“The COVID-19 pandemic intensified the spotlight on health and wellness, with women’s wellness being no exception. An aging population provides opportunity for brands to cater to the needs of older shoppers, looking beyond pregnancy to include the menopausal journey and other age-related issues.”

- Jennifer White Boehm, Director - US BPCH ...

Baby Boomers and Health - US

“Baby Boomers who are faced with looming age-related health concerns have started to redefine what a healthy lifestyle looks like, paying more attention to a broader scope of health concerns beyond physical aches and pains. As many Baby Boomers have adopted the idea of aging in place, they have begun ...

May 2022

Feminine Hygiene and Sanitary Protection Products - US

“Positive category growth trends have been influenced by a more dynamic competitive landscape and increased usage of feminine hygiene products. Motivations have moved beyond strictly functional as consumers look for feminine care solutions that support their overall health and values. Looking forward, expanding usage occasions beyond menstruation and supporting women’s ...

Managing Common Illness - US

“The COVID-19 pandemic changed the way that consumers approach managing common illness. While consumers still rely on traditional OTC cough, cold, and flu remedies to treat symptoms of common illness, they have also begun to look for immune-boosting ingredients in an effort to prevent future illness. As consumers return to ...

April 2022

Tech & Wellness - US

“Technology touches nearly every aspect of modern consumers’ lives. Other markers of modern life include the increasingly faster pace of innovation, information flow, and pressure to get ahead – or to just keep up. Along with this pressure, the past two years of the pandemic created additional stress and Americans’ ...

Sports and Performance Drinks - US

“While the increased demand for functional nutrition seems as if it would benefit the sports and performance drink category, the growth in functional claims across food and drink categories not only increases competition, it blurs category lines. Brands can respond in two directions: by doubling down on fitness, claiming specific ...

March 2022

Children and Health - US

Healthy Dining Trends - US

Health and Wellbeing - USA

"The children's health category continues to have a wide reach, with approximately 74% of parents relying on OTC remedies and VMS products to maintain their children's health. Market sales remain strong, at \$3 billion, despite lingering pandemic uncertainty and rising inflation. Mintel predicts that the children's health market will grow ...

"While healthy eating and restaurant dining both took a backseat throughout much of the pandemic, consumers are now primed and ready to reengage on both fronts. Looking at the concept of health through a wider lens and considering diners' physical and mental wellbeing alongside the wellbeing of society and the ...

Nutrition Drinks - US

"The time is ripe for nutrition brands to shine. Two years into a pandemic, consumers are primed for solutions that will set them on the path to health. Leading into the pandemic, general functionality sufficed as a calling card. Moving forward, consumers will be discerning of brands and ingredients, and ...

Skin Conditions - US

"The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

February 2022

Drug Stores - US

"Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

Health Management Trends - US

"Adults are optimistic about their health management efforts, with many recognizing that in order to maintain good health, it takes continuous effort. As consumers navigate the post-pandemic landscape, there is a great opportunity to lean in to the swelling holistic health movement. The pandemic has caused a seismic shift in ...

Managing Stress and Mental Wellbeing - US

"The unprecedented challenges of the COVID-19 pandemic have tested the minds of Americans, and the mental health field is bursting with innovation to meet consumers' shifting needs. Methods that once seemed improbable, such as on-demand, virtual therapy are now commonplace, but increased availability of resources has not yet translated to ...

January 2022

Consumers and the Economic Outlook - US

"Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers' financial situations also continued to



Health and Wellbeing - USA

improve, with most remaining optimistic about their finances going into 2022. As the ...