

December 2019

Incontinence - US

"The US incontinence market grew based on an acceleration of the same growth drivers that were prominent in 2018, such as a transition from period products to dedicated incontinence products, the continued aging of the population and growing bladder leakage due to lifestyle issues."

-Jamie Rosenberg, Senior Global Analyst, Household ...

Better for You Snacking - US

"Consumers are increasingly living on-the-go lifestyles where a quick snack can be a better fit than a sit-down meal. And with many adults looking to improve their health through diet, there is a solid market for healthier, more nutritious snacks. This report examines the better-for-you snack trend, looking in depth ...

November 2019

Better for you Eating Trends - US

"The vast majority of consumers report eating foods they feel to be healthy at least some of the time, but opinions and attitudes on what a healthy diet is vary greatly. Brands making better-for-you claims need to stay on the pulse of trending diets, yet not lose sight of the ...

Children and Health - US

"Illness is prevalent among children, as 76% of children younger than 12 have been sick in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) children's health products market has continued to grow despite recent ...

OTC Sleep Aids - US

"Sleep is recognized as an element of self-care and wellness, offering many holistic health benefits to consumers. Yet a majority of adults struggle to either fall and/or stay asleep. While worsening sleep habits raise public health concern, the growing struggle with sleep has created a vast market for products ...

Supplements - US

"The supplements segment leads the way for continued growth of the vitamins, minerals and supplements market, surpassing vitamins in overall market sales in recent years. Supplements can play in the wellness space more so than vitamins and minerals on their own, with seemingly limitless opportunities for combining functional ingredients offering ...

October 2019

Contraceptives and Sexual Health - US

"The sexual health market has sustained year-over-year success, thanks to the continued growth of contraceptives and personal lubricants. While the incidence of sexual activity remained consistent, condom use declined significantly over the past two years. Adults are embracing sexual wellness, opening the door for products and services catered to self-love ...

September 2019

Vitamins and Minerals - US

"The vitamins and minerals market remains steady, with the majority of adults currently taking at least one vitamin or mineral. While younger consumers are driving demand for innovation and personalization, traditional formats and formulations continue to be important to overall market strength. However, a demand for natural, specifically whole food ...

August 2019

Digestive Health - US

"The digestive health market has exceeded expectations, with US retail sales estimated to reach more than \$5.1 billion in 2019. Previously, the category was supported by Rx-to-OTC conversions in the antacid segment, boosting sales dramatically in 2015. Since then, growth had stabilized and was predicted to flat line. However ...

July 2019

The Natural/Organic Food Shopper - US

"While the majority of consumers shop for a combination of mainstream and natural/organic foods and beverages, the segment that exclusively seeks natural and organic remains very small. Interest in organic products continues to resonate with certain demographics, specifically younger adults and parents, over others."

Karen Formanski, Health and Wellness ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

Approach to Health Management - US

"Consumer spending on health-related services and products increased significantly from 2013-18, and a slowdown is nowhere in sight. Health management is universal, with many people placing significant pressure on medical professionals to guide their health and wellbeing through product recommendations and ailment and wellbeing care. With the foreseen doctor shortage ...

OTC Pain Management - US

"The OTC pain management market exceeded \$6.5 billion in 2018. Historically, the category depends on the success of internal analgesics, yet the external segment continues to offer booming potential, maintaining impressive year-over-year growth. Demand for OTC pain relievers will continue as incidence of pain is not slated to slow ...

June 2019

Free-from Foods - US

"The free-from foods market is growing, and with 62% of consumers avoiding at least one ingredient, it is unlikely to slow in the near future. However, the market faces a number of challenges, such as differing priorities for avoiding ingredients, skepticism over the trustworthiness of the claims, and perceptions that ...

Oral Health - US

"For many consumers, oral care is perceived as a daily health essential, offering a consistent usage occasion for key players to penetrate. More than half of consumers report using four to six oral care products during their routine, supporting the need for supplemental products to achieve and maintain oral hygiene ...

May 2019

Prepared Meals - US

"After a slight sales decline, the prepared meal category has enjoyed several consecutive years of positive growth, a trend expected to continue. Single-serve and side dishes have fared particularly well, with notable successes in vegetable-based side dishes catering to the consumer interest in increasing their vegetable intake, as well as ...

Plant-based Proteins - US

"The plant-based proteins market is growing with no signs of slowing. The challenge moving forward will be for brands to find ways to please consumers with vastly different dietary and taste preferences. The majority of consumers report no specific dietary restrictions and are most focused on taste over specific ingredients ...

April 2019

Cough, Cold, Flu and Allergy Remedies - US

"The majority of adults have experienced some kind of cold, cough, flu, allergy, or related symptom in the past 12 months. Over-the-counter remedies are the most common method for treating these ailments. Yet, after achieving growth from 2013-17, category sales softened in 2018. Mintel's forecast calls for a gain between ...

March 2019

Healthy Dining Trends - US

"Americans' attitudes toward healthy dining are continuing to evolve as diners seek a balanced approach focused on wholesome, real ingredients rather than low-calorie options. While this interest in fresh ingredients is universal, diners' dietary preferences are growing more diverse, reflective of their life stage and personalized nutrition needs. Younger generations ...

Sports, Nutrition and Performance Drinks - US

MULO sales of sports, nutrition and performance drinks have steadily recovered. However, factors that likely contributed to those losses continue to put pressure on the market. Increased competition from functional beverages in other categories, along with mounting distaste for artificial ingredients, are obstacles to major growth. Cleaner formulations, enhanced functionality ...

Health Technology Trends - US

Drug Store Retailing - US

Health and Wellbeing - USA

"The health tech sector is at an exciting stage, with a few products (such as apps, fitness trackers, and smartwatches) already in the mainstream while numerous other innovations are on the horizon. With the population set to continue aging over the next several years while pressures on the health insurance ...

"US drug store revenues are expected to be valued at over \$293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-shifting and a consumer preference toward generic drugs versus name brands. Drug stores are focused ...

February 2019

Snack, Nutrition and Performance Bars - US

"Consumer interest in convenient food options and an effort to adopt healthier lifestyles have supported category growth. While the likely continuation of these trends is an advantage to bar players, the subsequent growth in other food and drink categories stepping in to meet these needs presents a challenge. Year-over-year gains ...

Health and Fitness Clubs - US

"Both revenue and memberships in the health and fitness club industry continue on a steady incline. A shift in recent years shows that memberships are increasing at a faster rate than number of clubs. Working out at home and enhanced home fitness equipment are obstacles for the market. Opportunities include ...

January 2019

Health Management Trends - US

"The health and wellness market has grown from an industry to a culture, expanding the definition of what it means to be healthy in more holistic terms. All adults report doing something for the benefit of their health and wellbeing so brands have an opportunity to connect with consumers to ...

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...