

### January 2023

#### Technology and Wellness - UK

"Technology offers a convenient and cost effective way to help consumer's reach their health goals. Brands need to focus on health outcomes and aspirations in order to overcome barriers to using technology as well as placing data privacy at the heart of any digital proposition. Longer term, technology's main strength ...

#### Suncare - UK

"Value sales of suncare products in 2022 continued to increase, surpassing pre-pandemic levels as a result of eased international travel restrictions post COVID-19 and the 2022 heatwave. The consumer's heightened focus on skin health is making suncare an increasingly essential step in beauty/grooming routines. While consumers continue to opt ...

### December 2022

#### Children's Healthcare - UK

"Value sales of children's OTC products increased significantly in 2022, as parents invested in their children's health and prioritised quality, opting for trusted, higher-value brands. However, as parents' budgets are restricted during the cost-of-living crisis, price will be at the forefront of purchase decisions going forward. There are opportunities for ...

### November 2022

#### Vitamins and Supplements - UK

"While the COVID-19 pandemic propelled rapid growth in the market in 2020, sales have stagnated as concerns about the virus have eased. As more of the nation sees its finances stretched, efforts to prioritise health will ebb, leaving this category vulnerable to cutbacks. Highlighting the role they can play in ...

### September 2022

#### Gastrointestinal Remedies - UK

"Although the cost-of-living crisis will create a more challenging trading environment, the gastrointestinal remedies category is able to maintain moderate growth thanks to its non-discretionary nature, and fewer consumers are willing to let ailments pass on their own, without a treatment. Nevertheless, there are opportunities for brands to innovate to ...

### June 2022

### Oral Care - UK

"The oral care market has risen in value for the first time since 2016 and consumers are taking a renewed interest in their oral health, seeing it as part of their general wellbeing. Although the cost of living crisis will encourage savvy shopping behaviours among some consumers, the infrequency of ...

### May 2022

#### OTC Analgesics, Cough, Cold and Flu Remedies - UK

"The OTC market is on the road to recovery following two difficult years during the COVID-19 pandemic, which impacted value sales of cough, cold and flu remedies. In the coming years, as consumer budgets are stretched by inflation, value shopping will come to define the market. Owing to the non-discretionary ...

#### Sexual Health - UK

"The UK market for sexual health products has returned to growth following the lifting of COVID-19 restrictions. During the pandemic, when opportunities for sex became more limited, content strategies were forced to pivot. This created a new narrative for condoms, lubricants and sexual health brands. As well as breaking down ...

#### Intimate Hygiene and Sanitary Protection Products - UK

"The sanitary protection segment of the market continues to struggle to grow its value, although an ageing population and rise in conditions that have strong risk factors for incontinence look favourable for future incontinence product value sales. The impact of single-use products is increasingly front of mind for retailers and ...

### April 2022

#### Consumers and the Economic Outlook Q1 - UK

"Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...