

December 2008

Hair Loss Remedies - US

The year 2007 marked a sharp reversal for the hair loss remedy market, which had been in decline since at least 2003. Dramatic positive growth marks a new direction for expansion of remedy products, but there remains substantial room for growth if increased marketing is undertaken.

Soy-based Food and Drink - US

This report focuses on the soy-based food and beverage market. In addition to presenting sales data by segment, supplier and brand, the report considers a range of topics, including the following:

November 2008

Sleep Disorders - US

The U.S. Sleep Aid market has doubled between 2002 and 2007. OTC and homeopathic segments, which are considerably smaller, are likely to continue growing, fueled by fears surrounding side effects and dependencies that may result from prescription solutions, increased offerings and a shift in attitudes regarding sleep disorders.

October 2008

OTC Pediatrics - US

The U.S. OTC pediatric remedies market is in decline in 2008, due in large part to serious concerns about the safety and efficacy of cough and cold remedies. While cold/allergy/sinus remedies are still one of the leading segments in the market, these remedies along with cough syrups ...

Organic Food - US

The organic food market is valued at \$5.2 billion in 2008, through sales from FDM and natural supermarket channels. This does not include sales of private label organic food, which have pushed the category even higher. In this report you will learn:

Gastrointestinal Remedies - US

With the percentage of adults using OTC GI remedies holding steady in recent years, the category's modest growth has been driven primarily by Rx to OTC switches. After a pause in 2008, OTC switch activity is expected to pick up in 2009 and beyond, particularly in the antacid segment ...

September 2008

Organic Beverages - US

Functional Beverages - US

The organic beverage market is valued at \$1.9 billion in 2008, through sales from FDM and natural supermarket channels. This does not include sales of private label organic beverages, which have pushed the category even higher. In this report you will learn:

This report explores the functional beverage category and provides insights-going beyond discussing segments, brand performance, and current trends-to grow the consumer base and increase frequency of purchase from current consumers. Specifically, the highlights of analysis in the report include:

August 2008

Diabetics: Attitudes and Behaviors - US

Diabetes is a highly complex disease that entails a range of screening methods, treatment, monitoring, and management. Comprised of pre-diabetes, Type 1 (an autoimmune disease) and Type 2 (a metabolic disorder), diabetes affects 23.6 million people in the U.S., with another 57 million considered pre-diabetic, which typically evolves ...

July 2008

Complementary and Alternative Medicines - US

The U.S. Complementary and Alternative Medicine (CAM) market has been growing steadily since 2003. Consisting of herbal and homeopathic remedies, purchases in the market are driven by consumers seeking alternatives to conventional medicine to maintain health and wellbeing. The benefits of CAM are many-all natural medicines with no harmful ...

First Aid - US

With high penetration and usage frequency difficult to increase, the market for first aid products has experienced slow growth in recent years, a trend that is likely to continue. While line extensions have been a popular means for increasing sales growth, some smaller companies are targeting niche categories within the ...

Contraceptives - US

The U.S. market for OTC contraceptives is in great demand, thanks to growing populations of young consumers who are the most likely to use contraceptives, but also due to an increased emphasis on pleasure, with personal lubrication and sexual enhancement products showing rapid growth. Mintel explores the current climate ...

June 2008

Oral Care - US

Health and Fitness Clubs - US

Health and Wellbeing - USA

Slow growth characterizes the oral care category, yet within this mature space, certain segments have experienced rapid gains while others have faded. This shows that the sector is, in fact, dynamic and holds considerable opportunities.

Revenues and membership for the U.S. health and fitness club industry show consistent positive growth, but topline figures may not tell the entire story. Rapid expansion of commercial fitness clubs has pushed the industry closer to saturation, and marketers have shifted their strategies as a result. A number of ...

Cough and Throat Remedies - US

The cough and throat remedies market has undergone significant fluctuations during 2002-07, due mostly to the relative severity of annual cold/flu seasons. Yet, another cause of volatility came in 2007 and 2008 as the industry faced strong challenges from the U.S. Food & Drug Administration (FDA) regarding the ...

Diet Trends - US

This report focuses on diet trends among adults. The report answers the following questions:

May 2008

Functional Foods - US

This report focuses on four major segments within the functional foods market: dairy and margarine, cereal bars and snacks, and bakery. In addition to presenting sales data on a segment-by-segment basis, the report considers a range of topics and trends, including the following:

Glasses and Contact Lenses - US

This report focuses on five major segments in the glasses and contacts lens market: prescription eyeglasses; contact lenses; off-the-shelf eyeglasses and sunglasses; eyeglass/contact lens care products; and all other optical goods and accessories. Besides presenting sales data on a segment-by-segment basis, the report considers a range of topics, including ...

April 2008

Cigarettes and Smoking Cessation Aids - US

The cigarette and smoking cessation market, of which over 99% comes from cigarette sales, faces challenges in the form of consumer acceptance, legislation and taxes. Changes in the way smoking is perceived are standing in the way of younger people starting smoking, which tends to be the grounds for lifelong ...

March 2008

Smoothies - US

The smoothies market is entering mainstream acceptance but still enjoying the growth trajectory of an exciting young category. However, there are some pockets of resistance among consumers that can be changed into profitable opportunities.

February 2008**Healthy Snacking - US**

Healthy snacking has taken on added importance in view of convenience, health, regulation and movement by the food and beverage industry to adapt and prosper from these trends.

Omega-3 - US

This report is focused on the chemical omega-3. The last two years has seen omega-3 explode on the food and beverage scene as a highly desirable food additive. The health benefits associated with these fatty acids have the potential to reach a wider demographic than other additives.

January 2008**Self Diagnostics - US**

An increasing prevalence of diabetes and hypertension in the US population has fueled the robust market for self-diagnostic testing kits, especially those that monitor glucose or blood pressure. Demographic factors, a growing self-care trend, insurance coverage and shifting birth and infertility rates have also played a roll in sales for ...

The Pharmaceuticals Consumer - US

In spite of the enormous successes in the market for life-enhancing prescription medication, the industry is plagued by a wide variety of issues that prevent increased sales, ranging from mistrust of pharmaceutical companies, increasing reluctance on the part of physicians to meet with drug company representatives, lack of awareness regarding ...