

March 2009**Children and Obesity - US**

This report examines the current state of childhood obesity in the U.S. and focuses on parents' opinions on obesity's cause, its prevalence and things that parents—and children—can do to combat it.

Marketing Health to Parents and Children - US

The population of children is growing, and with it grows concern over the health issues they face. Childhood obesity, and the related health risks, has been the target of attention, and parents are seeking out healthier nutrition for their kids. However, there are a number of other areas that are ...

February 2009**Allergies and Allergy Remedies - US**

The U.S. OTC allergy remedy market is driven by a range of factors, preeminently the incidence of allergies, which afflict an estimated 50 million sufferers, according to the American Academy of Asthma Allergy & Immunology. The most important internal driver for sales of these products is the Rx-to-OTC switch ...

January 2009**Customized Health - US**

Customized health - designing healthcare services based on the unique needs of consumers - is one of the most important trends in the healthcare category, and holds significant opportunities for companies that offer the right products and services.

Nutrition and Energy Bars - US

Thanks to numerous new product introductions, an increased interest in healthy snacking and exercise, diet fatigue and American's on-the-go lifestyle, nutrition and energy bars have experienced moderate growth since 2003. Nutrition and energy bars seem to have one up on competition such as yogurt, trail mix and smoothies thanks to ...