

### June 2022

#### Women's Wellness - US

“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

“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

#### Healthy Dining Trends - US

“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 ...

rising inflation. Mintel predicts that the children's health market will grow ...

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

## Upcoming Reports



## Health and Wellbeing - USA

**Consumer Approach to Healthy Eating - US - 2022**

**Food and Drink Nutrition Claims - US - 2022**

**Healthy Lifestyles - US - 2022**

**Digestive Health - US - 2022**

**OTC Pain Management - US - 2022**

**Medicare - US - 2022**

**Health TBD - US - 2022**

**Healthcare - US - 2022**

**Vitamins, Minerals and Supplements - US - 2022**

**Consumers and the Economic Outlook - US - Summer 2022**

**Weight Management Trends - US - 2022**

**Oral Health - US - 2022**