

June 2017

OTC Pain Management - US

"A majority of consumers turn to some form of OTC (over-the-counter) pain management product to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments is not expected to change, and a preference ...

Oral Care - US

"In a category with slow but steady sales growth and high penetration, factors such as brand, benefits, and costs have the greatest influence in purchase decisions. To maximize growth potential, stakeholders should leverage a need for sensitivity products, products offering a variety of benefits, and natural positioning."

- Jana Vyleta, Health ...

May 2017

Health and Fitness Clubs - US

"Health and fitness club revenues increased from 2011-16 but are expected to soften some into the future, a result of the markets' heavy dependence on adults aged 18-34 and competition from digital fitness tools. However, consumers' continued focus on health and wellness will keep the market heading in an upward ...

Drug Store Retailing - US

The effects of an aging population focused on health management are positive for the drug channel, which is projected to continue on its path of upward sales growth over the next five years.

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Cough, Cold, Flu and Allergy Remedies - US

"US sales of OTC cough, cold, flu, and allergy remedies have had healthy growth for the past few years, yet slowed from 2015-16. A mild cold/flu season, effective flu vaccines, and more moderate success in Rx-to-OTC switches is likely to have tempered market growth. Mintel expects growth to continue ...

Nutrition and Performance Drinks - US

"Mintel forecasts the nutritional and performance drink category to continue modest growth into 2021. While the category benefits from consumers' focus on a healthy lifestyle, a wide array of food and drink categories are stepping up the pressure by adding similar functional and health elements. The category may benefit by ...