

September 2014

Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for ‘less than perfect’ diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

August 2014

Diabetes - US

“The percentage of Americans who suffer from diabetes (type 1 and type 2) has increased from 5.1% in 1997 to 9.3% in 2013. While this presents a large market of consumers for products and services specifically aimed to treat diabetes, it also indicates a need for education and ...

July 2014

Gastrointestinal Remedies - US

“GI remedy sales are expected to remain flat in the coming years. To boost sales and address consumer tendency to not treat or use alternative remedies, companies must look to brand extension within the natural realm, improve consumer education, and leverage OTC remedies as a way to combat and prevent ...

Healthy Dining Trends - US

“Healthy eating in America is not only a hot topic in the industry, it is also a source of growth (or growing pains) for many foodservice operators. Consumers are now highly knowledgeable about what types of foods they should be consuming, and which ones would best benefit their bodies. Along ...

Gluten-free Foods - US

“Overall, the gluten-free food market continues to thrive off those who must maintain a gluten-free diet for medical reasons, as well as those who perceive gluten-free foods to be healthier or more natural. The category will continue to grow in the near term, especially as FDA regulations make it easier ...

OTC Contraceptives - US

“Despite an uptick in sales from 2013-14, the contraceptives market is still up against several challenges. An aging population puts downward pressure on the market, as usage declines among older, monogamous couples. Furthermore, competition from distribution of free or low-cost contraceptives cuts into sales.”

– Emily Krol, Health and ...