

### December 2012

#### Medicated Skincare - US

“The medicated skincare market can expect to see growth in the coming years due to skin irritations being a common occurrence for many consumers. However, the market faces some challenges: most consumers only purchase products to treat a single occurrence of an irritation, there are growing concerns around the use ...

#### Smoking Cessation Products - US

“Sales of smoking cessation products are expected to continue to experience growth. However, growth is limited as the market faces many challenges, such as domination from private label brands and a decreasing consumer base.”

### November 2012

#### Diet Trends - US

“The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective.”

#### Sun Protection and Sunless Tanners - US

“As skin cancer and sun protection awareness campaigns continue to warn consumers about the dangers of UV exposure and the FDA continue to propose tightened product regulations, manufacturers will need to stay ahead of the curve in order to maintain consumer confidence in the category.”

### October 2012

#### Exercise Trends - US

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...

### September 2012

#### First Aid - US

First aid products and treatments naturally correspond to consumer injury and illness. As it is difficult to increase the need for these products, marketers need to be especially savvy about increasing awareness and usage of first aid accessories and treatments. Therefore, consumer education is key to making brands top of ...

### August 2012

### OTC Pediatrics - US

The OTC pediatrics category has estimated total U.S. 2012 sales of \$1.4 billion with an increase of 7.5% versus a year ago. As impressive as that figure is, it would undoubtedly be even larger if not for a number of recalls in recent years from high-profile companies ...

## July 2012

### Healthy Snacking - US

At a time when America's obesity problem is receiving extensive coverage from the media, consumers are becoming more aware of the long-term potential health implications of their eating habits. Unlike some other eating occasions, snacking is most associated with fun and perhaps even indulgence, which can make it challenging for ...

## June 2012

### Oral Care - US

The U.S. oral care market continues to feel the impact of the stagnant economy, growing modestly in 2011 with the expectation that this modest growth will continue into 2016. However, population growth from key users of oral care products—women, Boomers, and Hispanics and Blacks—should help the market steadily grow ...

### OTC Internal Analgesics - US

The \$3.766 million over-the-counter (OTC) internal analgesics category has experienced some setbacks in the past few years. Product recalls among major brands have resulted in large sales losses by leading companies, and leading to a 5% dip in overall category sales from 2006-11. However, Mintel's custom research finds that ...

## May 2012

### Cough and Throat Remedies - US

The incidence of suffering from a cough or sore throat becomes elevated during more severe cold and flu seasons. As a result, fluctuations in market sales correspond to the severity of flu seasons. The cough and

### Contraceptives - US

Sales in a variety of categories declined during the recession. However sales of OTC contraceptives spiked in 2009 and continued to grow in 2010 and 2011. While this growth is encouraging, it is also apparent that few manufacturers and retailers have been able to fully capitalize on growing demand for ...

### Health Savings Accounts - US

With healthcare costs continuing to rise, both employers and employees are constantly looking for ways to control them. Consumer Driven Health Plans (CDHPs), of which Health Savings Accounts (HSAs) are one type, are becoming an increasingly popular way to do just that. Paired by law with High Deductible Health Plans ...

throat remedies market is also driven by other factors, including key demographics such as ...

## April 2012

### Gastrointestinal Remedies - US

Sales of gastrointestinal (GI) remedies grew considerably in 2009, in part because of strong demand for over-the-counter (OTC) versions of prescription remedies such as Prilosec OTC. This growth, however, decelerated in 2010 and 2011. While significant opportunities exist in the category, it is evident that at this point in history ...

## March 2012

### Attitudes Toward Fiber and Digestive Health - US

Studies have consistently shown that most Americans do not eat the recommended daily allowance (RDA) of fiber. According to many studies, high-fiber diets can promote cardiovascular health and help one lose weight, both of which are important to millions of Americans. Indeed, it is becoming increasingly clear that fiber provides ...

## February 2012

### Attitudes Toward Sodium - US

It's no secret that demand for better-for-you (BFY) snacks, prepared foods and beverages is on the rise. Companies around the globe are reformulating old products and bringing new ones to market to satisfy changing consumer preferences. While low and reduced-calorie products are at the forefront of this shift, concerns about ...

## January 2012

### OTC Sleep Aids - US

The market for sleep aids is growing, despite the recall of a leading brand-name product and an overall reduction in new product introductions. Growth has been propelled by natural and homeopathic products,



## Health and Wellbeing - USA

yet the number of people who have trouble sleeping still far outweighs the number who report taking a ...