

December 2018

The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

Incontinence - US

"The incontinence category will be the US absorbent hygiene industry's salvation, as it is the only sector with favorable demographics. An aging population and growing risk factors among younger consumers will deliver \$579.1 million in new sales through 2023 (see Market Size and Forecast). Perhaps the single biggest growth ...

Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise. By 2023, the US population of Seniors will be 61.6 million strong, accounting for 23.2% of the total US population – up from 20.6% in 2018. Today's Seniors express a positive, realistic attitude toward health. Focusing ...

Wearable Technology - US

"Although some segments of the market are more mature, it's still early days for most wearables. Features and standards are evolving, companies are still jostling for position, and consumers seeking to buy are finding it difficult to get all the features they want in a single device at an affordable ...

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Weight Management - US

"More than 206 million adults in the US are currently managing their weight. While the audience is sizeable, the challenge for industry players is that the majority are following a self-guided approach to weight management. This could point to why the obesity rates continue to rise. Trends toward body acceptance ...

Healthy Lifestyles - US

"Although nearly nine in 10 Americans feel they lead at least "somewhat healthy" lifestyles, self-perceptions do not always align with reality. A positive assessment doesn't mean that people are not looking for improvement. In fact, one third say they are actively trying to improve their health by a lot. However ...

Exercise Trends - US

"The majority of US adults are exercising, but not with strong intensity. The strong association between exercise and health is expected, though emotional benefits including positivity also align with being active. Since the majority of consumers are working out at home, fitness equipment brands have an opportunity to appeal to ...

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Skin Protection - US

"Adults recognize that sun exposure has a negative impact on the appearance of their skin, and the majority of adults use sunscreen, tanning products, or sunless ...

Gluten-free Foods - US

"Despite a decline in the number of gluten-free consumers, there is a generally positive opinion of gluten-free foods. Consumers consider the claim to ...



Health and Wellbeing - USA

tanners. However, the category continues to be challenged by seasonal use. Industry players are further challenged by competing personal care products that offer sun ...

indicate the product is healthy and beneficial to all, not solely those who have celiac disease or a gluten intolerance. The challenge for the category is in ...

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...