

March 2019

Healthy Dining Trends - US

"Americans' attitudes toward healthy dining are continuing to evolve as diners seek a balanced approach focused on wholesome, real ingredients rather than low-calorie options. While this interest in fresh ingredients is universal, diners' dietary preferences are growing more diverse, reflective of their life stage and personalized nutrition needs. Younger generations ...

Health Technology Trends - US

"The health tech sector is at an exciting stage, with a few products (such as apps, fitness trackers, and smartwatches) already in the mainstream while numerous other innovations are on the horizon. With the population set to continue aging over the next several years while pressures on the health insurance ...

Sports, Nutrition and Performance Drinks - US

MULO sales of sports, nutrition and performance drinks have steadily recovered. However, factors that likely contributed to those losses continue to put pressure on the market. Increased competition from functional beverages in other categories, along with mounting distaste for artificial ingredients, are obstacles to major growth. Cleaner formulations, enhanced functionality ...

Drug Store Retailing - US

"US drug store revenues are expected to be valued at over \$293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-shifting and a consumer preference toward generic drugs versus name brands. Drug stores are focused ...

February 2019

Snack, Nutrition and Performance Bars - US

"Consumer interest in convenient food options and an effort to adopt healthier lifestyles have supported category growth. While the likely continuation of these trends is an advantage to bar players, the subsequent growth in other food and drink categories stepping in to meet these needs presents a challenge. Year-over-year gains ...

Health and Fitness Clubs - US

"Both revenue and memberships in the health and fitness club industry continue on a steady incline. A shift in recent years shows that memberships are increasing at a faster rate than number of clubs. Working out at home and enhanced home fitness equipment are obstacles for the market. Opportunities include ...

January 2019

Health Management Trends - US

"The health and wellness market has grown from an industry to a culture, expanding the definition of what it means to be healthy in more holistic terms. All adults report doing something for the benefit of their health and wellbeing so brands have an opportunity to connect with consumers to ...

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...