

December 2013

Vitamins, Minerals and Supplements - US

“While vitamin sales are robust, there are a few factors that could contribute to a decline in the category. As consumers continue to eat a healthier diet, the need for a separate supplement could be eliminated. Additionally, negative press about the quality and necessity of vitamins could erode usage and ...

First Aid - US

“The first aid market is expected to grow steadily into 2018. To accelerate market growth, companies should focus on the needs of aging consumers, better engage with low-product usage groups like Blacks and Hispanics, and encourage consumers to be more prepared to treat injuries, especially on-the-go.”

November 2013

Gastrointestinal Remedies - US

“Despite the prevalence of gastrointestinal issues, the market of branded gastrointestinal remedies is up against several challenges. Sales of private label brands are eroding national brand sales, and consumers are taking a more proactive approach to their health. Creating a relationship with consumers could help to increase brand loyalty and ...

October 2013

Marketing Health to Women - US

“Women seek solutions to live a healthy life, indicating a need for products that help them to be proactive about their healthcare. Education among key consumer groups, such as lower income as well as Black and Hispanic women will be imperative, especially as implications from the PPACA roll out.”

September 2013

Eyeglasses and Contact Lenses - US

“The market of eyeglasses and contacts is highly competitive, and a few players account for the majority share. Additionally, changes in the way these products are bought and sold will impact the market. Opportunities for innovation exist to help players stand out from the competition and increase brand loyalty.”

Gluten-free Foods - US

“The gluten-free food category will continue to grow as an increasing number of manufacturers develop better-tasting and more nutritious gluten-free foods. Category appeal beyond those with celiac disease, coupled with a new FDA ruling for gluten-free product labeling, suggests the category will grow out of its marker as just another ...

August 2013

Obesity - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers, and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market healthy items.”

July 2013

Healthy Dining Trends - US

“In June 2013, the American Medical Association recognized obesity as a disease, a change that makes the need for healthful restaurant options more vital than ever. Diners still see dining out as time to indulge, which means the foodservice industry needs to do more to hit both menu marks to ...

Contraceptives - US

“Consumers rely on OTC contraceptive products for planned protection from pregnancy and diseases, as well as when they need a backup method of birth control. However, this market has some significant challenges. Contraceptive usage is strongly driven by relationship status, there is a stronger focus on pregnancy prevention over STD ...

Analgesics - US

“Product recalls from major brands have plagued the market for OTC analgesic remedies, causing consumers to turn to private label brands, external ways to treat pain, and alternative remedies. Brands can consider various new product innovations as well as using social media to connect with consumers.”

June 2013

Health and Fitness Clubs - US

“Though membership and revenues at health and fitness clubs have appeared to recover from the recession, locations are still under pressure to perform. The market of health and fitness clubs is up against several challenges, including increased free alternatives and high price points. Clubs that can meet a variety of ...

May 2013

Feminine Hygiene and Sanitary Protection Products - US

“The feminine hygiene and sanitary protection products market is up against several challenges, including private label brands and other new product innovations.

Oral Care - US

“The oral care market can expect to see growth in the coming years due to consumers’ regular usage of these products along with a lack of competitive alternatives. However, this market does have some issues it will need

Brands that continue to innovate and offer line extensions, as well as build a relationship with users, will be most successful.”

to address. In some segments, private label offerings are slowly starting to ...

April 2013

Cold, Flu and Allergy Remedies - US

“While sales of OTC cold, flu, and allergy products have increased, the category faces several challenges, such as sales of private label brands as well as natural alternatives eroding market share of OTC products.”

March 2013

Homeopathic and Herbal Remedies - US

“Though sales of homeopathic and herbal remedies continue to increase, the market is up against several challenges. This includes low awareness among consumers, limited product availability, and consumer perception of safety and efficacy.”

February 2013

Attitudes Toward Sodium - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market low/no/reduced sodium items.”

January 2013

Pharmaceuticals: The Consumer - US

“The pharmaceuticals industry continues to grow; however, changes to the healthcare landscape from the ACA as well as patent expirations will affect future sales.”

Nutritional Food and Drink - US

“The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do.”