

June 2014

Health and Fitness Clubs - UK

“Operators are going to have to start looking at ‘infilling’ with smaller clubs in the same way that the major supermarket chains have switched to building smaller convenience stores serving local neighbourhoods.”

– **Michael Oliver, Senior Leisure and Media Analyst**

Analgesics - UK

“The analgesics market benefitted from the strong marketing and product innovation output in 2013, as well as a strong performance by the topical analgesics segment. However, a battle still remains as consumers increasingly seek cheaper own-label products over those produced by well-known brands, due to the value they offer.”

May 2014

Oral Care - UK

“Although a high proportion of the population visit the dentist, there remains a large proportion who do not do so, as well as a large proportion of parents who do not take their children to the dentist, suggesting missed opportunities for product endorsements. Despite the rise in products designed for ...

April 2014

Cough, Cold, Flu and Allergy Remedies - UK

“In 2013, the cold/flu and allergy relief remedies market benefited from increases in product launch activity and marketing activity. Going forward, brands could look to more specifically target the key young adult demographic, who are the most likely to suffer from cold/flu and allergy-based ailments, as well as ...