

July 2022

Oral Health - US

“The pandemic provided the impetus for Americans to establish new healthy at-home rituals in personal care, which fuelled a positive change in oral care routines and products used. Advancing the idea of good oral care as a component of self-care will continue to resonate with a large constituency of consumers ...

June 2022

Medicare - US

“As Medicare has adapted to a global health crisis and hurtles toward an uncertain future with trust fund depletion approaching, beneficiary attitudes have responded in kind, with mixed attitudes toward the present and future of the system characterizing a state of flux. Medicare Advantage plans continue to gain popularity while ...

Women's Wellness - US

“The COVID-19 pandemic intensified the spotlight on health and wellness, with women’s wellness being no exception. An aging population provides opportunity for brands to cater to the needs of older shoppers, looking beyond pregnancy to include the menopausal journey and other age-related issues.”

- Jennifer White Boehm, Director - US BPCH ...

Baby Boomers and Health - US

“Baby Boomers who are faced with looming age-related health concerns have started to redefine what a healthy lifestyle looks like, paying more attention to a broader scope of health concerns beyond physical aches and pains. As many Baby Boomers have adopted the idea of aging in place, they have begun ...

May 2022

Feminine Hygiene and Sanitary Protection Products - US

“Positive category growth trends have been influenced by a more dynamic competitive landscape and increased usage of feminine hygiene products. Motivations have moved beyond strictly functional as consumers look for feminine care solutions that support their overall health and values. Looking forward, expanding usage occasions beyond menstruation and supporting women’s ...

Managing Common Illness - US

“The COVID-19 pandemic changed the way that consumers approach managing common illness. While consumers still rely on traditional OTC cough, cold, and flu remedies to treat symptoms of common illness, they have also begun to look for immune-boosting ingredients in an effort to prevent future illness. As consumers return to ...

April 2022



Health and Wellbeing - USA

Tech & Wellness - US

"Technology touches nearly every aspect of modern consumers' lives. Other markers of modern life include the increasingly faster pace of innovation, information flow, and pressure to get ahead – or to just keep up. Along with this pressure, the past two years of the pandemic created additional stress and Americans' ...

Sports and Performance Drinks - US

"While the increased demand for functional nutrition seems as if it would benefit the sports and performance drink category, the growth in functional claims across food and drink categories not only increases competition, it blurs category lines. Brands can respond in two directions: by doubling down on fitness, claiming specific ...