

January 2022

Self Diagnostics - US

“Following nearly two years of heightened attention on personal health, industry players must capitalize on consumers’ top-of-mind and forward-looking health ambitions going into 2022. In order to sustain the category’s pandemic-fueled growth, continued emphasis on self-diagnostic tools that can help monitor traditional illness and become an integral part of virtual ...

Consumer Approach to Nutrition - US

“Consumers approach nutrition with the best of intentions towards being healthier and feeling better. But external factors like household income complicate their ability to prioritize nutrition and even the ability to put mental effort into looking at labels or counting calories. Clearly labelling products as low sugar, high protein or ...

December 2021

Sleep Health - US

“While many consumers recognize sleep’s contribution to overall health, they often fail to fully understand the direct relationship between quality of sleep and other areas of holistic health, such as mental wellbeing. OTC sleep aid brands must extend their products and messaging beyond basic “fall asleep” and “stay asleep” claims ...

Better for You Eating Trends - US

“The better-for-you foods market has grown steadily in recent years, with the vast majority of adults making healthy food choices at least some of the time. The ongoing nature of COVID-19 has amplified this trend. Some 49% of consumers are choosing BFY products more often than a year ago, and ...

Contraceptives and Sexual Health - US

“Consumers were sheltered at home for a good portion of 2020, and 2021 was expected to be the year of reemergence. While new variants spread throughout the globe, a number of adults were still cautious about social engagements, and thus, new sexual activity. The market is expected to increase slightly ...

November 2021

Approach to Health Management - US

“Personal health is more important than ever before for consumers, but how they approach managing their health is evolving as consumers encounter new health concerns and goals. Adults are taking their learnings from the previous year and applying them to how they care for their health now, with a strong ...

The Vitamins, Minerals and Supplements Shopper - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic. In 2021 the number of adults who shopped for vitamins, minerals or supplement exclusively in-store decreased, while online shopping for these products increased – and many consumers ...