

January 2021

Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US

“The immune support claim has become of paramount importance to consumers in 2020 due to fears of the virus, and brands, especially beverage brands, are already responding by creating new products featuring vitamins/ingredients including vitamins C and D, and zinc. Consumers want foods and drinks that offer functional benefits ...

December 2020

Vision Health: Incl Impact of COVID-19 - US

“The vision health market has strong reach, with 81% of adults using corrective eyewear and sales estimated at more than \$30 billion in 2020. Market sales have waned as Americans avoid visits to nonessential healthcare facilities due to COVID-19. Beyond the pandemic, adults will revert back to routine vision health ...

Better for You Eating Trends: Incl Impact of COVID-19 - US

“Many adults rely on better-for-you food products to some degree in supporting their physical and mental wellbeing. The association of better-for-you foods with immune system health will support the market throughout the pandemic and ongoing recession. BFY brands have opportunities to expand their audience – especially to parents, younger adults ...

First Aid: Incl Impact of COVID-19 - US

“Although all consumers have purchased some type of first aid product, the category has lacked excitement and significant sales growth for some time. The intense focus on health created by the pandemic has changed that for the category in 2020. First aid companies should take advantage of this moment to ...

Changing Face of US Healthcare: Incl Impact of COVID-19 - US

“COVID-19 has drastically changed how adults interact with the US healthcare system, as well as what adults expect from healthcare brands. The pandemic has expedited certain trends within the healthcare space, such as the use of virtual care tools for primary care, improved accessibility to mental health resources and retail ...

October 2020

Chronic Health Consumer: Incl Impact of COVID-19 - US

“Chronic disease is prevalent in America and impacts more than half of US adults. As COVID-19 persists, chronic health consumers are challenged to accept living as an at-risk population, adjusting to new healthcare services and guidelines and managing costly treatment through economic uncertainty. Chronic health managers will seek support from ...