

### December 2017

#### Suncare - UK

“The value increase in the suncare market is thanks to sun protection. Led by frequent usage rather than advances in innovation, shoppers are trading down to more basic sun protection to overcome extra expense. Aftersun remains a small segment with consumers unconvinced by its benefits, while self-tanning has fallen victim ...

### November 2017

#### Sleep Aids - UK

“Despite a growing culture of sleep issues in the UK, a reluctance to reach for OTC sleep aids remains; growth of the category has been compounded by developments in the tech arena as well as a preference for making lifestyle adjustments over seeking remedies. Sleep is not the expendable commodity ...

#### Children's Personal Care Products - UK

“In a bid for safety, parents and brands alike turn to natural ingredients to provide gentle care. However, premium prices will still turn shoppers away as financial concerns mean less spend on non-essentials. Products that assist younger children could be a good opportunity, as well as appealing to the growing ...

### September 2017

#### Vitamins and Supplements - UK

“The UK's health trend has underpinned much of the success in the market over the last 4 years; however, an increasing focus on exercise and healthy eating has lessened consumer reliance upon vitamins and supplements. The upsurge in popularity of elimination diets provides an opportunity, while exploring tailored supplement plans ...

### August 2017

#### Managing a Healthy Lifestyle - UK

“Only 15% of people thinking that they are unhealthy for a person of their age contrasts sharply with more than six in 10 people being overweight or obese. Consumers recognise the importance of getting enough sleep, having a healthy diet and exercising, but the majority are falling short on recommendations ...

#### Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

#### Family Planning and Pregnancy - UK

“A declining birth rate remains the core barrier to the growth of the family planning and pregnancy category, but limited product innovation also remains a challenge. Digital advances in fertility tracking and pregnancy tests are affording consumers more information than traditional testing products as they look to conceive, which brands ...

### Consumers and the Economic Outlook: Quarterly Update - UK

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

### July 2017

#### Oral Care - UK

"As a hygiene essential, the category continues to experience some growth in the face of price promotions. However, a reduction in oral care routines is undermining true growth potential, with mouthwash falling from favour. A focus on reinvigorating interest in mouthwashing through new usage propositions could benefit the overall category ...

#### Health and Fitness Clubs - UK

"The health and fitness market is in a strong position to continue growing. With an increased focus on active lives, healthy eating, and exercise from both consumers and other industries this should feed into the health club sector. Operators need to keep up with market trends, especially technology."

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### May 2017

#### Cough, Cold, Flu and Allergy Remedies - UK

"Modern lifestyles are continuing to take their toll on consumer health. A need to power through at work not only increases the demand for products that can alleviate the symptoms of coughs and colds, but also helps spread those coughs and colds through the workplace, whilst climate change and exposure ...

### March 2017

#### Consumers and the Economic Outlook: Quarterly Update - UK

#### Managing Skin Conditions - UK

"A poorly-funded health service means those with skin conditions are becoming more self-sufficient; diagnosing their own ailments and looking for organic solutions to fit their lifestyle. This could create opportunities for the non-prescription market to develop more natural products, or extend into segments previously off-limits due to skin sensitivity. Retailers ...

#### OTC Analgesics - UK

"A need to keep going at work is helping to keep the value of the category afloat, but it is increasingly under threat from consumers trading down to generic painkillers. Some adults are also turning to alternative methods of pain relief, potentially taking them away from buying OTC remedies, which ...

#### Attitudes towards Healthy Eating - UK

## Health and Wellbeing - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

“Social media carries the pulse on which the digital generation keep their fingers to keep one step ahead with emerging health trends and ingredients. As such, it is an ideal platform for food companies to identify innovation opportunities – although with a need to cut through all the noise in ...

### January 2017

#### Smoking Cessation and E-cigarettes - UK

“After two years of disappointing sales performance, the smoking cessation sector has seen a rise in value in 2016 driven by NPD and a rise in advertising investment. In terms of E-cigarettes, overall usage remains the same despite a decline in usage as a smoking cessation method, suggesting reduced penetration ...