

April 2021

Snack, Nutrition and Performance Bars - US

"The COVID-19 pandemic has driven consumers to increase at-home cooking and snacking. While this has benefited most snack categories, it undercut those options oriented towards meal replacement and eating on the go. With re-emergence underway, bars are well positioned for a quick recovery and sustained five-year growth. In particular, bars ...

March 2021

Healthy Dining Trends - US

"In recent years the percentage of diners making healthy choices has grown, and the majority of consumers who order from restaurants continue to select healthy menu items at least some of the time. However, the COVID-19 pandemic has caused a decline in balanced dining, with more consumers going the direction ...

Sports and Performance Drinks - US

"As Americans become increasingly engaged with a health and fitness mentality, the market will see a corresponding increase in diversity of users – and in turn, usage occasions. This will necessitate that innovations capture a broader range of health and wellness benefits. Functional wellness is quickly becoming the next barometer ...

February 2021

Drug Stores - US

"It's a challenging time for drug stores. However, with a global pandemic shaping consumer perceptions and behaviors, including influencing more proactivity when it comes to managing their holistic wellbeing, drug stores have never been in a more prime position to shine. The future of the drug store channel involves offering ...

January 2021

Incontinence - US

"Incontinence is in part an age-related disorder and so an older population means a bigger market. But younger consumers report both increased instances and severity of incontinence. This, along with a consumer shift from menstrual products to proper incontinence products for light bladder leakage, is growing the category. As this ...

Consumers and the Economic Outlook - US

"Despite COVID-19 putting a dent in consumers' finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

Children and Health - US

"The children's health market has strong reach, with nearly three quarters of parents giving their kids OTC pediatric remedies and VMS products, respectively. To that end, market sales have reached more than \$2.5 billion in 2020 and forecasted for steady growth over the next five years. COVID-19 impacted segment ...



Health and Wellbeing - USA

Wearable Technology - US

“The wearable tech category provides unique value to consumers amidst the COVID-19 pandemic. Hearable devices offer utility both on-the-go as well as working remotely at home, while health-monitoring capabilities of wrist-worn devices gain renewed interest among an increasingly health conscious populous. The economic impact of COVID-19 disproportionately impacts lower-income households ...

Health Management Trends - US

“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year. Illness prevention, prioritizing quality time, stress management and recovery are key themes that will support consumers’ desire ...