

### January 2007

#### Foot Care - US

This report takes a detailed look at the foot care market, shedding light on the reluctance of consumers to seek out medicinal or therapeutic treatment for their foot ailments. Incidence of these ailments is increasing and will continue to rise. What are non-medicinal treatments are consumers turning to instead? Mintel's ...

### December 2006

#### Hair Loss Remedies - US

The over-the-counter (OTC) hair loss market has been subject to pressure from a range of angles, from growing consumer dissatisfaction with the results of the leading minoxidil products (such as Rogaine), to an ever-expanding choice of supplements and other remedies. OTC remedies have a mixed reputation at best, focusing the ...

#### Yogurt Drinks - US

The U.S. market for yogurt drinks has begun to mature, with levels of household penetration that are largely disappointing to the industry.

### November 2006

#### Pharmacies and Older Adults - US

This report examines the attitudes and behavior of American adults ages 55 and older regarding pharmacies, as well as prescription and over-the-counter drugs. With the oldest of the Baby Boomers turning 60, the U.S. will have greater numbers of adults ages 55 and older than ever, making this group ...

#### Sleep Aids - US

Encompassing both the prescription and over-the-counter (OTC) sleep aids segments, this report analyzes data from Mintel's exclusive consumer research, the *Spring 2006 Simmons NCS* and sales data from IRI. In addition to defining the demographic groups most likely to use sleep aids, Mintel's research reveals reasons for not using sleep ...

#### Healthy Snacking - US

This report gives industry marketers, manufacturers, retailers, and investment professionals the information they need to know to navigate important issues relevant to growth potential in the healthy snack market. Such issues include:

#### Functional Foods and Beverages - US

The U.S. marketing environment for functional food and beverages is complex. On the one hand, the scientific medical community continues to churn out studies confirming the role of diet in the cause and prevention of disease. Government has made it easier than ever to place health claims on food ...

#### OTC Pediatrics - US

The \$635 million OTC pediatric medicines market shows all signs of continued growth, particularly as

manufacturers roll out a wider range of children-only formulations that focus on ease of administration and long-lasting efficacy. In *OTC Pediatrics—U.S., October 2006*, the first report of its kind from Mintel, a combination of close ...

### October 2006

#### Organic Beverages - US

This report analyzes the forces driving the organic beverages market, such as organic “industrialization,” specific food fears, and the potential effects of Wal-Mart’s proposed expansion to organic offerings. Consumer data focuses on usage patterns and consumers’ priorities when purchasing organic foods and beverages.

#### Sanitary Protection and Feminine Supplies - US

This report includes all internal and external protective products for sanitary protection needs including sanitary napkins and belts, pads, pantyliners/shields, and tampons and tampon applicators. This report also includes products for other types of feminine needs including douches, vaginal treatments, personal lubricants, and other feminine hygiene products (deodorants, vaginal ...

### August 2006

#### Suncare - US

Most Americans are aware of the potential to develop skin cancer as a result of too much sun exposure. This knowledge has fueled interest in and sales of higher SPF products and those formulated for babies/children, as it has been well-publicized that just one bad sunburn as a child ...

### July 2006

#### Diet Trends - US

This report looks at consumers’ attitudes and behaviors related to dieting, both for health benefits and for weight control. Doctors, weight loss clinics/systems and the

#### Diabetics: Attitudes and Behaviors - US

The U.S. is in the midst of a diabetes epidemic. Given current trends, one in three Americans born in 2000 is expected to develop diabetes, with diabetes becoming a disease that affects entire families, including children. Pre-diabetes will become a condition (like high blood pressure) that is diagnosed and ...

#### Gastrointestinal Remedies - US

This report covers a range of products designed specifically for relief from gastrointestinal ailments, including antacids, laxatives, stomach remedies and anti-diarrheals.

#### Energy Drinks - US

The \$1.1 billion energy drink market has experienced phenomenal growth of over 700% in current terms between 2000 and 2005. Teens and young adults

popular media have championed a number of diets from sugar-free to low-carb. Consumers try each diet fad as it emerges on the scene. This ...

## Complementary and Alternative Medicine - US

Mintel defines the complementary medicine market as products available to the general public that may offer preventative solutions, relieve symptoms, or treat illnesses, and which use non-invasive, non-pharmaceutical techniques, and are thus considered outside of the scope of 'conventional' medicine. This report focuses on two main sectors of complementary or ...

## June 2006

### Contraceptives - US

With an increasing number of generic oral contraceptives on the market, sales of condoms and oral contraceptives declined 6.1% between 2000 and 2005 (after inflation). These generic oral contraceptives can sell for as much as 80% less than brand name products.

## May 2006

### Health and Fitness Clubs - US

Health and fitness clubs in the U.S. are at a crossroads. While the number of clubs continues to grow, membership and revenue growth have not kept pace, leading to noticeable declines in revenues per member. In 2005, total U.S. club membership reached an estimated 43.2 million while ...

### Bottled Water - US

The bottled water industry has seen a tremendous increase in sales since the mid-1990's. According to the Beverage Marketing Corporation, bottled water consumption in the U.S. has surpassed that of milk, coffee, and beer. As the market matures, it will become increasingly important to continue product innovation and to ...

## Health and Wellbeing - USA

remain the primary target of manufacturers, and marketers have thoughtfully positioned their beverages in the marketplace, creating an energy drink for every young lifestyle. Many ...

### Soy-based Food and Drink - US

This report examines the current state of specific soy products. Soy ingredients are widely used in a variety of foods, sometimes merely to provide functionality during formulation or to associate the product with soy without providing a significant amount of it. While reasons for usage in applications vary, this report ...

### Sugar-free Food and Beverages - US

Diet Rite, the first diet soft drink, was rolled out nationally in 1962, spurring the start of the food and beverage industry's system of dual offerings: sugar-free and regular versions. Just one year later, Coca-Cola launched Tab and the proliferation of sugar-free options exploded from there. While the sugar-free category ...

### Black Americans' Health Attitudes and Behavior - US

In general, blacks Americans appear to have elevated levels of interest in health relative to the population as a whole, as evidenced by increased levels of doctor's visits (among those who do visit the doctor) and increased use of herbal remedies. However, lower levels of health insurance suggest potential ...

### March 2006

#### Smoking Cessation Aids - US

This report is an objective overview of facts related to both the U.S. cigarettes market, and the market for smoking-cessation aids. Consumer attitudes and purchasing behavior are examined in depth based on Mintel's exclusive research, presenting results according to gender, income, ethnicity, age, education and region.

#### Cough and Throat Remedies - US

As more Americans turn to self-medication for common ailments, it is not surprising that an increasing number of products are on the market to control or alleviate specific symptoms of cough, cold, and flu. But sales have been relatively flat in recent years, in part because these products are "single-symptom" ...

#### Dental Accessories - US

The dental accessories market is comprised of three main segments, which include powered toothbrushes, dental tools such as oral irrigators and brushpicks, and home tooth whitening kits. The category addresses two types of consumers: those looking for short-term benefits (such as fast whitening) and those who consider advanced dental care ...

### February 2006

#### Yogurt - US

While yogurt itself as a product has been on the shelves for many years, it was only recently that manufacturers began making a concerted effort to directly target certain groups of consumers, beginning with children and their need for healthy, portable snacks. Yogurt has also evolved into a meal or ...

#### Oral Hygiene - US

Sales within the oral hygiene market are led by the toothpaste segment, which has offered a vast array of product introductions and line extensions designed to offer consumers a choice in products. These latest oral hygiene innovations have brought formulae that provide multiple benefits, ranging from improved teeth whitening processes ...

### January 2006

#### Fruit Juice and Juice Drinks - US

While once considered the healthier alternative to carbonated soft drinks, now the trend toward healthier eating has actually led to sagging sales of fruit juice and juice drinks, with many consumers shying away from high sugar and calorie content. Sales for 2004 are estimated at \$19.1 billion, up slightly ...