

### September 2010

#### Private Label OTC Healthcare - US

While the recession has put a halt to sales growth in many large CPG product categories, overall sales of over-the-counter (OTC) remedies have continued to grow at a slow, steady pace over the last few years. Market share for lower-priced private label products, however, have risen sharply. The economic downturn ...

### August 2010

#### Attitudes Toward Sodium and High Fructose Corn Syrup Reduction - US

Recent research indicates that the majority of American adults are watching their diet. The health and wellness trend is driven by a variety of factors including an aging population and analysis suggests that as the economy improves, Americans are likely to gravitate more toward better-for-you (BFY) options such as those ...

#### Diabetics: Attitudes and Behaviors - US

Some 23.5 million adults have diabetes and another 57 million were pre-diabetic in 2007. Diabetes is one of the gravest health threats facing the country.

### July 2010

#### First Aid - US

The first aid category is facing a number of challenges: the growth of private label, consumers trading down because of the recession, and a paucity of strong brands. Insightful market research can help companies meet these challenges. To that end, this report provides: