

### May 2023

#### Sleep Health - US

"Sleep is the new frontier of health as consumers more widely recognize the integral role it plays in their overall health. Yet a majority of adults struggle to fall and/or to stay asleep, and many recognize the nuances of quality sleep.

While worsening sleep habits raise public health concern ...

#### Feminine Hygiene and Sanitary Protection Products - US

"Consumers are increasingly viewing their bodies as interconnected ecosystems, driving focus on less-recognized areas of health, including vaginal health. Overall, feminine care needs are essential to women's health, yet consumers' expectations are no longer purely functional. The category is in a moment of evolution, as lines blur between beauty and ...

### April 2023

#### Managing Common Illness - US

"Consumers have faced increased exposure to common illness over the past year, as influenza, COVID-19 and RSV converged, creating a tridemic. Nearly one quarter of consumers experienced more frequent common illness than last year despite taking preventative measures, such as using immune-boosting supplements. Because many symptoms of common illness overlap ...

### March 2023

#### Nutrition Drinks - US

"The nutrition drinks market may be fighting outdated 'dieting' perceptions, but its convenient nutrient delivery can be positioned to target a range of health needs – weight management included. Using contemporary definitions of wellness as a catalyst for a function-forward refresh allows brands to accompany consumers on their holistic health ...

#### Health Technology Trends - US

"As consumers broaden their health goals, technology can respond by providing comprehensive monitoring of health metrics to bring greater awareness of health and wellness, while also making managing health more enjoyable. Technology will continue to play an integral part in giving consumers a greater sense of control over their personal ...

#### Sports and Performance Drinks - US

"Sports and performance drink brands may be working to distance their image from exercise, but ultimately still find themselves using fitness identity as a reference point for marketing. Whether appealing to less active consumers through the promise of refreshment or to fitness-oriented consumers looking for an edge, offering layered functionality ...

### February 2023

## Health and Wellbeing - USA

### Medicated Skincare - US

“Consumers continue to experience skin issues as a physical manifestation of both lifestyle choices, such as poor diet and lack of sleep, as well as elevated levels of stress and anxiety. While consumers have adopted a more preventative strategy to managing their overall health, this shift has been slower in ...

### Managing Stress and Mental Wellbeing - US

“After facing heightened periods of stress during the pandemic, Americans are paying greater attention to their mental health and making conscientious efforts to boost their emotional wellbeing and cognitive performance. These efforts are paying off for many, with consumers overall reporting better mental health than before the pandemic.

Still, over ...

### Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

## Upcoming Reports

**Contraceptives and Sexual Health - US - 2023**

**Health Insurance - US - 2023**

**The Natural Healthcare Consumer - US - 2023**

**Digestive Health - US - 2023**

**Exercise Trends - US - 2023**

**First Aid - US - 2023**

**Approach to Health Management - US - 2023**

**Healthy Dining Trends - US - 2023**

**Vitamins, Minerals, and Supplements - US - 2023**

**Consumers and the Economic Outlook - US - Summer 2023**

**OTC Pain Management - US - 2023**

**Oral Health - US - 2023**