

### December 2014

#### Medicated Skincare - US

“Medicated skincare product sales are expected to grow steadily in the coming years. Market players can accelerate growth by delivering new product benefits, expanding into new categories, addressing the needs of consumers with chronic skin conditions, and increasing their engagement of Hispanic and Asian consumers.”

– Gabriela Elani, Home ...

#### First Aid - US

“While the first aid market experiences steady sales, growth is limited because consumers tend to use products only when they have an injury. There are opportunities to increase ownership among growing population groups, which could help to boost sales in the coming years.”

– Emily Krol, Health and Wellness ...

### November 2014

#### Diet Trends - US

“Due to rising levels of obesity, the diet market is poised for growth. However, a great deal of skepticism toward products is hindering growth.”

– Emily Krol, Health and Wellness Analyst

### October 2014

#### Exercise Trends - US

“Exercise participation rates continue to be relatively stagnant in the US, despite an increase in obesity. Creating more customized programs, especially for the aging population, can help to increase likelihood of exercising. In addition, wearable fitness devices are a huge opportunity within the fitness landscape.”

– Emily Krol, Health ...

### September 2014

#### Vitamins, Minerals and Supplements - US

“Vitamins, minerals, and supplements have historically had strong sales, as this was an easy to make up for ‘less than perfect’ diets. However, the market is up against several challenges, including increasing consumer skepticism about the efficacy of VMS products. Introducing products with more customized appearance boosting claims or lower-dose ...

#### Gluten-free Foods - US

“Overall, the gluten-free food market continues to thrive off those who must maintain a gluten-free diet for medical reasons, as well as those who perceive gluten-free foods to be healthier or more natural. The category will continue to grow in the near term, especially as FDA regulations make it easier ...

### August 2014

#### Diabetes - US

“The percentage of Americans who suffer from diabetes (type 1 and type 2) has increased from 5.1% in 1997 to 9.3% in 2013. While this presents a large market of consumers for products and services specifically aimed to treat diabetes, it also indicates a need for education and ...

### July 2014

#### Gastrointestinal Remedies - US

"GI remedy sales are expected to remain flat in the coming years. To boost sales and address consumer tendency to not treat or use alternative remedies, companies must look to brand extension within the natural realm, improve consumer education, and leverage OTC remedies as a way to combat and prevent ...

#### OTC Contraceptives - US

“Despite an uptick in sales from 2013-14, the contraceptives market is still up against several challenges. An aging population puts downward pressure on the market, as usage declines among older, monogamous couples. Furthermore, competition from distribution of free or low-cost contraceptives cuts into sales.”

– Emily Krol, Health and ...

#### Healthy Dining Trends - US

“Healthy eating in America is not only a hot topic in the industry, it is also a source of growth (or growing pains) for many foodservice operators. Consumers are now highly knowledgeable about what types of foods they should be consuming, and which ones would best benefit their bodies. Along ...

### June 2014

#### Analgesics - US

“While sales of analgesics are increasing, the market is still up against a few challenges. A high degree of brand loyalty makes it difficult to get consumers to try new brands. Alternatively, opportunities for innovation present new usage occasions to grow market sales.”

– Emily Krol, Health and Wellness ...

### May 2014

#### Oral Care - US

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

“Oral care sales are expected to grow modestly into 2018. However, there are ways for companies and brands to accelerate sales growth, which include influencing consumers to adopt more complex oral care routines, provide better outreach to underserved consumer segments, and grow toothbrush sales.”

“Growth of feminine care products has been minimal in recent years, as the market is up against several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the category ...

### April 2014

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

“Despite increasing sales, the cough, cold, flu, and allergy market is up against several challenges. Most consumers seek to prevent getting sick, lessening the need for remedies to treat their ailments. Additionally, it is difficult to predict the severity of a given cold or flu season. Providing ways to help ...

### March 2014

#### OTC Pediatrics - US

“After a series of product recalls, the OTC pediatrics market appears to have fully recovered. However, the market faces a few challenges to growth, including a declining population of households with children, and an overall movement toward prevention rather than treatment. Manufacturers and retailers that can meet parents’ unique needs ...

#### Smoking Cessation Products - US

“E-cigarettes are the latest threat to the beleaguered smoking cessation products’ market. Prior to the rapid arrival and use of e-cigarettes, the fast-following introduction by private label manufacturers of every new product innovation launched by national brands helped commoditize the market and erode dollar sales growth. Future innovation should focus ...

### February 2014

#### OTC Sleep Aids - US

“Despite positive growth of OTC sleep aids, the category is still up against several challenges. Consumers are concerned about side effects, and usage of other ways to help them fall asleep is more prevalent than OTC sleep aids. The growth of fitness devices to track sleep patterns could also negatively ...

### January 2014

#### Nutritional and Performance Drinks - US

#### Pharmaceuticals: The Consumer - US



## Health and Wellbeing - USA

“Functional claims are expanding across food and drink categories, as brands seek to differentiate themselves from the competition. The nutritional and performance drinks market should promote the fact that its products are engineered specifically for the functionality they promote, unlike other products for which claims such as protein delivery and ...

“The patent cliff, as well as a push toward consumers being more proactive about their health, has contributed to a decline in sales of pharmaceutical drugs. However, the ACA will provide more people with health insurance coverage, likely growing the market of prescription drug users.”

### The Drug Store Shopper - US

“Drug stores continue to live in danger of losing core market sales to mass merchandisers and supermarkets both OTC products and pharmacy services. Maximizing their position as a local retailer, creating laser focus on customer service, and continuing to develop a closely integrated online/offline service offering should be high ...