

January 2021

Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US

“The immune support claim has become of paramount importance to consumers in 2020 due to fears of the virus, and brands, especially beverage brands, are already responding by creating new products featuring vitamins/ingredients including vitamins C and D, and zinc. Consumers want foods and drinks that offer functional benefits ...

December 2020

Vision Health: Incl Impact of COVID-19 - US

“The vision health market has strong reach, with 81% of adults using corrective eyewear and sales estimated at more than \$30 billion in 2020. Market sales have waned as Americans avoid visits to nonessential healthcare facilities due to COVID-19. Beyond the pandemic, adults will revert back to routine vision health ...

Better for You Eating Trends: Incl Impact of COVID-19 - US

“Many adults rely on better-for-you food products to some degree in supporting their physical and mental wellbeing. The association of better-for-you foods with immune system health will support the market throughout the pandemic and ongoing recession. BFY brands have opportunities to expand their audience – especially to parents, younger adults ...

October 2020

Chronic Health Consumer: Incl Impact of COVID-19 - US

“Chronic disease is prevalent in America and impacts more than half of US adults. As COVID-19 persists, chronic health consumers are challenged to accept living as an at-risk population, adjusting to new healthcare services and guidelines and managing costly treatment through economic uncertainty. Chronic health managers will seek support from ...

First Aid: Incl Impact of COVID-19 - US

“Although all consumers have purchased some type of first aid product, the category has lacked excitement and significant sales growth for some time. The intense focus on health created by the pandemic has changed that for the category in 2020. First aid companies should take advantage of this moment to ...

Changing Face of US Healthcare: Incl Impact of COVID-19 - US

“COVID-19 has drastically changed how adults interact with the US healthcare system, as well as what adults expect from healthcare brands. The pandemic has expedited certain trends within the healthcare space, such as the use of virtual care tools for primary care, improved accessibility to mental health resources and retail ...

Vitamins, Minerals and Supplements Trends: Incl Impact of COVID-19 - US

“The vitamins, minerals and supplements market will continue to grow despite the economic downturn, due to strong associations in supporting specific areas of wellness, particularly ones trending in the time of COVID-19. While multivitamins continue to show highest usage, consumer demand for more targeted benefits beyond overall wellness continues to ...

Feminine Hygiene and Sanitary Protection Products: Incl Impact of COVID-19 - US

“The feminine hygiene and sanitary protection category is in a moment of growth and evolution. Consumer expectations are extending beyond functional needs, challenging key players to offer eco-friendly packaging, natural/organic materials and ingredient transparency at affordable price points. At the same time, brands have opportunity to grow user knowledge ...

September 2020

Vitamins, Minerals, and Supplements Consumer: Incl Impact of COVID-19 - US

“Vitamins, minerals and supplements comprise a dynamic market that has seen consistent growth for over a decade. Dedicated VMS consumers consider these products to be a staple to their overall wellbeing, and most will budget for them despite economic hardships. Still, products with high-quality ingredients at the lowest price point ...

Digestive Health: Incl Impact of COVID-19 - US

“During the COVID-19 pandemic, adults are re-evaluating the causes of certain physical health symptoms they experience. The majority of adults attribute an increase in digestive health concerns since the start of COVID-19 to heightened feelings of stress and worry. Consumers will seek ways to gain control of health changes, such ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

August 2020

Managing Stress and Mental Wellbeing: Incl Impact of COVID-19 - US

“An existing mental health crisis in the US has been exacerbated by the COVID-19 pandemic, yet the majority of America believes their mental health is in good form. Despite this optimism, the full impact of the

pandemic on mental health has yet to be seen, driving the need for added ...

July 2020

OTC Pain Management: Incl Impact of COVID-19 - US

"During the COVID-19 pandemic, consumer wellbeing and day-to-day routines have been challenged. More adults staying home for their own safety may result in a less active population. Additionally, uncertainty about the future has increased feelings of stress and anxiety. These physical and mental factors can cause heightened pain incidence among ...

Plant-based Proteins: Incl Impact of COVID-19 - US

"Plant-based proteins have seen a rise in popularity despite the fact that most adults continue to eat real meat. Plant-based foods enjoy a health halo, and adults who use plant-based protein sources state they do so to be healthier more than any other reason. But taste and variety are also ...

June 2020

Baby Boomers and Health: Incl Impact of COVID-19 - US

"Baby Boomers are straightforward about their health management efforts and hold an understanding that wellbeing is an ongoing process of improvement. Feeling confident and in control of health management contributes to Boomers' satisfaction with their health status even as underlying conditions become more prevalent. The COVID-19 pandemic has put an ...

Oral Health: Incl Impact of COVID-19 - US

"During the COVID-19 pandemic, job and income loss have caused consumers to limit discretionary spending. Certain aspects of personal care are less important during shelter-in-place and therefore deprioritized. Maintaining oral care is considered an essential of daily health and hygiene, supporting consistent product usage throughout the outbreak and beyond. Tapping ...

May 2020

Cough, Cold, Flu and Allergy Remedies: Incl Impact of COVID-19 - US

"The COVID-19 pandemic has amplified the importance of illness management. Methods practiced during the outbreak are likely to hold lasting impact, such as staying home when sick and increasing illness prevention measures such as washing hands and using hand sanitizer. Americans' renewed focus on health and safety emphasizes the role ...

March 2020

Sports and Performance Drinks - US

Exercise Trends - US

Health and Wellbeing - USA

"The nearly \$9.5 billion market is expected to grow modestly over the next five years, reaching more than \$11 billion by 2024. Performance-centric claims and informative messaging can help set brands apart. However, competition from other functional food and drink options (eg water, BFY snack bars) will challenge the ...

"In today's health-driven society, commitment to exercise is universal, permitting year-over-year growth of the health and fitness club industry. As a form of exertion, exercise is inherently connected to improving and maintaining physical health. However, benefits outside of physical pursuits, such as mental/emotional wellbeing, are gaining traction as consumers ...

Drug Stores - US

"US drug store revenues will exceed \$300 billion this year. While the channel has consistently posted gains, the pace of growth is projected to slow down in light increased competition from outside the channel and a shifting consumer preference toward generic drugs over name brands. With new partnerships and new ...

February 2020

Nutrition Drinks - US

"Just under half of consumers live in households where nutrition, meal replacement or weight loss drinks are consumed, and sales are projected to steadily increase in years ahead. While products positioned as weight loss drinks garner the lowest sales and usage in the category, adults are turning to drinks across ...

Weight Management Trends - US

"Obesity rates continue to rise in the US, impacting the health and wellness of Americans. The majority of adults are currently managing their weight, with most relying on self-guided methods over branded nutrition programs. Brands addressing weight management must adopt a personalized, lifestyle-centric approach to garner consideration and use from ...

Wearable Technology - US

"Wearable tech has gone from tech-savvy early adopters to the mainstream. Bluetooth headsets were once lambasted and stereotyped for high-powered businessmen, but today, about one quarter of all consumers own a set of wireless earbuds. Smartwatches also gained significant market share in 2019, matching ownership rates for activity trackers at ...

January 2020

Health Management Trends - US

"The start of a New Year and new decade has people inspired and setting numerous goals to improve their health and wellbeing. While setting goals is the first step, it's also the easiest. It's keeping the motivation throughout the entire year, and even decade, that most people need help with ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."



Health and Wellbeing - USA

- Jennifer White Boehm, Associate Director -
Financial Services & Auto