

### September 2018

#### Better For You Snacking - US

"The increasing prevalence of snacking creates an opportunity for healthier, more nutritious snacks. And with relatively low usage incidence of many newer types of better-for-you snacks, there's plenty of room for further growth. For better-for-you snack makers, new use occasions and pairings and exciting new flavors represent paths to increased ...

#### Diabetic Health - US

"As increasingly more Americans face a diabetes diagnosis, demand is growing for effective, reliable and affordable tools to screen, monitor, and manage diabetes. The disease is complex and often overwhelming, not to mention costly for individuals and society alike. Opportunities are especially ripe for the integration of less invasive monitors ...

#### Vitamins, Minerals and Supplements - US

"The pace of growth for the VMS (vitamins, minerals, and supplements) market remains steady, as sales are estimated to increase by 5.1% in 2018, reaching \$24.5 billion. Yet consumer emphasis on value and lack of product understanding are a challenge to the category. To best position themselves, category ...

### August 2018

#### Better for You Eating Trends - US

"Most consumers report that they try to maintain a healthy diet at least some of the time, making better-for-you food and beverage claims potentially motivating to a wide audience. Still, while what's healthy or better-for-you can mean different things to different consumers, there are overarching opportunities to highlight freshness, simplicity ...

### July 2018

#### Medicated Skincare - US

"The medicated skincare market grew by 0.4% in 2017 and will reach an estimated \$1.1 billion in 2018; an increase of just \$14 million. Through 2023, Mintel estimates that the market will add between 1% and 3% per annum. Better prevention, oral medications, and non-medications will continue ...

#### Consumers and the Economic Outlook - US

#### Digestive Health - US

In 2018, total US retail sales for the digestive health market are expected to exceed \$4.9 billion, following slight increases since 2016. The market did increase 11.7% between 2013 and 2018, largely attributable to Rx-to-OTC transitions in the antacid segment early in the review period. However, no new ...



## Health and Wellbeing - USA

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...