

March 2015

Smoking Cessation and e-cigarettes - US

“The smoking cessation products and e-cigarettes market is in a period of flux, as e-cigarettes continue to gain mainstream acceptance and the NRT category adapts to a new pool of potential customers. Brands that can adapt to meet the needs of more consumers in more ways will be able ...

February 2015

The Drug Store Shopper - US

“Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clambering to become consumers’ primary destinations for their drug store needs including OTC and prescription medications. Traditional drug stores can no longer afford to be just drug stores, and should continue evolving their positioning as health ...

OTC Sleep Aids - US

“Building market share may require more granular outreach to consumers and targeted marketing to address the different needs, interests and concerns of young, active, tech-savvy 18-35-year-olds; busy parents and aging baby boomers. Key opportunities may lie in areas such as promoting natural products, mobilizing the insights offered by wearable fitness ...

January 2015

Managing Your Health - US

“How people manage their personal health is rapidly changing, due to advances in technology, a proactive mentality on the part of consumers, and a wide range of sources where people can get professional treatment.”

– **Emily Krol, Health and Wellness Analyst**