

### December 2017

#### Middle Adulthood and Health - US

Middle aged adults (aged 45-64) make up an important, yet often overlooked, portion of the US population, and by 2022 will account for 24% of the total US population. Today's middle agers focus on improving their adherence to healthy behaviors, remain dedicated to the essentials of health management, and pay ...

#### Wearable Technology - US

"The year 2017 was a disappointing year for wearable tech. Marquee brands have seen unfortunate reversals of fortune, including declines at Fitbit, GoPro, and Garmin. However, on the basis of burgeoning sales of smartwatches, hearables, and high-end fitness bands with LED (light-emitting diode) screens, Mintel sees shipments returning to growth ...

### November 2017

#### Seniors and Health - US

The number of Seniors, adults aged 65+, is on the rise, and by 2022 will account for 17.7% of the total US population. Today's Seniors are increasingly tech savvy, yet remain dedicated to the basics of health management. The current age of a Senior, younger (65-74) versus older (75 ...

### October 2017

#### Eyeglasses and Contact Lenses - US

"The eyeglasses and contact lenses market is projected to grow 4.6% in 2017, reaching \$32.1 billion after rebounding from softer sales in 2016. Sales of prescription corrective eyewear continue to drive the industry, fuelled by an aging population and the limited appeal of corrective surgery. Efforts to digitize ...

#### Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

#### Healthy Lifestyles - US

"The majority of adults (90%) consider their overall lifestyle to be somewhat or very healthy. However, perceptions differ from reality as few hold themselves to strict health standards while weight-related health issues, such as obesity and diabetes, continue to rise. Though many adults say they have made drastic changes and ...