

### December 2016

#### Wearable Technology - US

"Sales continue to grow for wearable tech. However, sales for specific brands have already seen some reversals of fortune, including wearable cameras from GoPro and Apple smartwatches. Against this backdrop, Mintel explores the market for fitness-related tech using qualitative and quantitative surveys. Subjects include intent to purchase, gifting, participation in ...

#### Changing Face of US Healthcare - US

"Most consumers, particularly seniors, have visited a healthcare provider in the past year with the largest share of visits going to general practitioners. While healthcare costs are concerning, consumers are not very likely to discuss these costs with their healthcare provider. Some healthcare providers have an opportunity to refocus on ...

### November 2016

#### Homeopathic and Herbal Remedies - US

The homeopathic and herbal remedies market continues to grow steadily. In 2016, total US retail sales are estimated at nearly \$5.4 billion, and Mintel forecasts a stable growth trajectory through 2021.

### October 2016

#### Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

#### Gluten-free Foods - US

"Consumption and sales of gluten-free foods continues to increase, but growth in sales has slowed considerably in recent years. Sales do continue to grow, just at a slower pace. The propagation of lower-priced gluten-free foods, including store-brands, as well as other more competitively priced options are likely responsible for the ...

#### Exercise Trends - US

"Fitness facilities and gym memberships have increased in tandem in the last decade, showing that Americans have an increased interest in getting fit. However, even though more are reportedly exercising regularly, obesity rates continue to climb, indicating that adults haven't been able to offset poor diets with exercise alone."

- Dana ...

### September 2016

### Better-for-you Eating Trends: Spotlight on Real - US

"When seeking better-for-you foods, consumers avoid certain elements in their diets, chiefly artificial ingredients of all forms, and express a general distrust of genetically modified ingredients. At the same time, many consumers are seeking foods with added health attributes, namely protein, fiber, and whole grains. Brands have focused product innovation ...

### Diet Trends - US

"The market for diet products has faced slight declines since 2011. As what consumers consider "healthy" continues to evolve, diet products have struggled to keep up with changing preferences. Packaged and processed foods continue to fall out of favor, shrinking the opportunity for diet foods but opening up new possibilities ...

### Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise and by 2021 they will account for 17.3% of the total US population. Seniors are generally optimistic about the future and are investing in their health despite the health challenges that naturally come with aging. The current age ...

## August 2016

### Pregnancy - US

"The US continues to experience low birth rates. Despite this, the topic of prenatal and postnatal maternal health care for women continues to intensify and brands and companies have an opportunity to be a part of this conversation. Women are up against many health ailments, affecting both the mind and ...

## July 2016

### Digestive Health - US

"After experiencing solid sales in 2014-15, growth in the digestive health market is expected to soften somewhat in 2016. The majority of consumers are turning to some form of OTC (over-the-counter) digestive remedy for treatment, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward ...

### Medicated Skincare - US

"The rate of growth for medicated skincare market continues to decelerate. Anti-itch treatments remain the strongest performing segment, while foot medications, cold sore treatments, and skin growth removers continue to stagnate. Alternative treatment methods – from self-healing to home remedies and prescription care to general skincare – further exasperate the already ...

## June 2016

### Analgesics - US

"The analgesics market has experienced modest growth in recent years. The majority of consumers turn to some form of OTC (over-the-counter) analgesic to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments ...

### May 2016

#### Self Diagnostics - US

"The self diagnostics market is made up of several diverse segments all aiming to give consumers insight into their health. For the two largest segments, blood pressure and blood glucose monitoring, testing is likely to be done out of necessity and can be covered by insurance, which impacts retail sales ...

### April 2016

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

"US sales of cough, cold, flu, and allergy remedies grew substantially in 2015 largely due to the Rx-to-OTC switch of Flonase, a nasal allergy medication. A moderately severe flu season, coupled with a relatively ineffective flu vaccine, contributed to growth in the market. Households with children are a strong opportunity ...

#### Nutritional and Performance Drinks - US

"Mintel estimates the nutritional and performance drink category continued its moderate growth, with dollar sales increasing 6% in 2015. The category benefits from growing consumer attention toward healthy living, and provides a convenient and efficient means of helping them meet goals."

### March 2016

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

Growth of the overall feminine care products market has been marginal in recent years, as it faces 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 adult incontinence ...

### February 2016

#### OTC Pediatrics - US

#### Drug Store Retailing - US

Illness is prevalent among children, as 90% of children younger than 12 experienced some type of ailment in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) pediatrics market has continued to grow after a ...

"The drug store market has expanded well beyond traditional drug stores to include other channels such as mass merchandisers, supermarkets, and warehouse clubs as well as mail order options that also fulfil consumers' drug store needs."

### January 2016

#### Managing Your Health - US

"Several factors are impacting healthcare, including an anticipated shortage of primary care physicians, resulting in an increased focus on managing one's own health, as well as growing reliance on retail health clinics and pharmacists. At a time when the US population is experiencing significant growth among the older population, a ...

### January 1970

#### Oral Care - US

"The US oral care category has suffered from slow growth in recent years and grew only 2.2% in 2016. Near universal penetration of everyday products such as toothbrushes, toothpaste, mouthwash, and floss leave little room for increased usage. Opportunities exist in key demographics such as Hispanics, households with children ...