

March 2017

Healthy Dining Trends - US

"Health is becoming less of a section on a menu and is gradually becoming an overarching lifestyle experience at restaurants. As restaurants continue to use claims focused on real, natural food the overall health message is becoming less about what you can't have, and instead is focused on creating a ...

OTC Sleep Aids - US

"The majority of adults struggle with sleep. The inability to get a good night's sleep paired with the spotlight placed on the importance of sleep have helped strengthen OTC sleep aid market growth and should continue to boost sales as consumers face many sources of sleeplessness. However, persistent consumer concerns ...

February 2017

First Aid - US

The first aid category is experiencing flat sales in 2016 due to declines in foot care and an overall value-driven mindset among consumers. Future growth is projected to be modest as consumers continue to seek out products that provide value, durability, and functionality, and a shopping experience that is transactional ...

January 2017

Managing Your Health - US

"The US continues to experience significant growth among the older population, along with an increasing life expectancy, growing the demand for products and services to assist health-engaged consumers. In order to help consumers overcome barriers to living a healthy lifestyle, it will be essential to tap into their emotional motivators ...