

March 2020

Sports and Performance Drinks - US

"The nearly \$9.5 billion market is expected to grow modestly over the next five years, reaching more than \$11 billion by 2024. Performance-centric claims and informative messaging can help set brands apart. However, competition from other functional food and drink options (eg water, BFY snack bars) will challenge the ...

Drug Stores - US

"US drug store revenues will exceed \$300 billion this year. While the channel has consistently posted gains, the pace of growth is projected to slow down in light increased competition from outside the channel and a shifting consumer preference toward generic drugs over name brands. With new partnerships and new ...

Exercise Trends - US

"In today's health-driven society, commitment to exercise is universal, permitting year-over-year growth of the health and fitness club industry. As a form of exertion, exercise is inherently connected to improving and maintaining physical health. However, benefits outside of physical pursuits, such as mental/emotional wellbeing, are gaining traction as consumers ...

February 2020

Nutrition Drinks - US

"Just under half of consumers live in households where nutrition, meal replacement or weight loss drinks are consumed, and sales are projected to steadily increase in years ahead. While products positioned as weight loss drinks garner the lowest sales and usage in the category, adults are turning to drinks across ...

Weight Management Trends - US

"Obesity rates continue to rise in the US, impacting the health and wellness of Americans. The majority of adults are currently managing their weight, with most relying on self-guided methods over branded nutrition programs. Brands addressing weight management must adopt a personalized, lifestyle-centric approach to garner consideration and use from ...

Wearable Technology - US

"Wearable tech has gone from tech-savvy early adopters to the mainstream. Bluetooth headsets were once lambasted and stereotyped for high-powered businessmen, but today, about one quarter of all consumers own a set of wireless earbuds. Smartwatches also gained significant market share in 2019, matching ownership rates for activity trackers at ...

January 2020

Health Management Trends - US

Consumers and the Economic Outlook - US



Health and Wellbeing - USA

"The start of a New Year and new decade has people inspired and setting numerous goals to improve their health and wellbeing. While setting goals is the first step, it's also the easiest. It's keeping the motivation throughout the entire year, and even decade, that most people need help with ...

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto