

June 2018

Oral Health - US

"Oral care sales generated \$8 billion in 2017, a modest 0.6% increase from 2016 driven by slowed growth in the toothpaste and mouthwash segments. Oral hygiene routines remain unchanged for most consumers, but around one fifth are working to improve their regimens. While they are relatively minimal, some frustrations ...

OTC Pain Management - US

"A majority of consumers turn to some form of OTC (over-the-counter) pain management product to treat pain, with OTC internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments is not expected to change, and a ...

May 2018

Marketing Health to Millennials - US

The Millennial generation is aged 24-41 in 2018, with many in the midst of major life milestones. As this generation balances a busy lifestyle they focus on the small steps they can take to manage their wellbeing. For Millennials, health and wellness is essentially a means to looking better and ...

Footcare - US

"Footcare industry sales are projected to dip. The industry is slowly stabilizing after a sharp sales increase in 2015 was followed immediately by steep declines, a result of a foot smoothing device fad. Foot pain and aesthetic issues are fairly common, driving footcare product usage. Consumers prioritize functionality over brand ...

April 2018

Feminine Hygiene and Sanitary Protection Products - US

"The feminine care market is moving further towards a competitive imbalance, with P&G becoming more dominant and private label encroaching on the position of smaller players. A rapidly aging consumer base makes growth a challenge; but there are opportunities. Natural products, improving consumer brand involvement, and durable sanitary protection suggest ...

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

Cough, Cold, Flu and Allergy Remedies - US

Total sales for the cough, cold, flu, and allergy remedy market reached \$9.5 billion in 2017, a 6.2% increase from 2016. The start to a record-breaking flu season has already driven an 8.7% increase in the cold and sinus remedies segment, fueled by sales of flagship, multi-functional ...