

Diabetes - US - August 2014

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“The percentage of Americans who suffer from diabetes (type 1 and type 2) has increased from 5.1% in 1997 to 9.3% in 2013. While this presents a large market of consumers for products and services specifically aimed to treat diabetes, it also indicates a need for education and solutions to help prevent diabetes from being diagnosed in the first place.”

- Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- Rates of diabetes continue to increase
- Managing the intricacies of diabetes
- Sales of devices have failed to keep pace with diabetes increases

The number of people who suffer from diabetes is tied to the shifting demographics of the US, as diabetes is more prevalent among Hispanic and Black Americans. This report explores the rising rates of diabetes and prediabetes in the US, and how those with diabetes manage their condition. Strategies that companies can use to meet the needs of those who suffer from diabetes will be presented, as will the relationship between BMI (body mass index) and diabetes.

This report builds on the analysis presented in Mintel's *Diabetics: Attitudes & Behavior – US, August 2010*, as well as the August 2008 and September 2006 report of the same title.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

- What you need to know
 - Definition
 - Data sources
 - Sales data
 - Consumer survey data
- Abbreviations and terms
 - Abbreviations
 - Terms

Executive Summary

- Rates of diabetes high and getting higher
 - High rates of obesity contribute to increase in diabetes
 - US population shifts driving increase in diabetes
 - Figure 1: Diabetes status among adults aged 18+, by age, 2013, by race/ethnicity, 2010-12
- Key players
 - Figure 2: MULO sales of diabetes and other home tests at retail, by leading companies, rolling 52-weeks 2013 and 2014
- The consumer
 - People need a wide range of tools to manage diabetes
 - Figure 3: Usage of and interest in offerings to manage diabetes, May 2014
 - Dietary changes help manage diabetes
 - Figure 4: Managing diabetes with diet, May 2014
 - Doctors are a top information source for those with diabetes
 - Figure 5: Diabetes information sources, by age, May 2014
 - Stresses of living with diabetes
 - Figure 6: Agreement with attitudes toward living with diabetes, by diabetes status, May 2014
- What we think

Issues and Insights

- Rates of diabetes continue to increase
 - The issues
 - The implications
- Managing the intricacies of diabetes
 - The issues
 - The implications
- Sales of devices have failed to keep pace with diabetes increases
 - The issues
 - The implications

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Trend Applications

Trend: Help Me Help Myself

Trend: Extend my Brand

Mintel Futures: Old Gold

The Diabetes Landscape

Key points

Diabetes overview

Incidence of diabetes growing

Figure 7: Prevalence of diagnosed diabetes among adults aged 18 and over: US, 1997-2013

Costs of diabetes also increasing

Figure 8: Annual cost of diabetes in the US, 2002-12

Concern with developing diabetes

Figure 9: Concern with diabetes, by age, May 2014

Diabetes is genetic

Figure 10: Family diabetes status, by diabetes status, May 2014

On the bright side ...

Market Drivers

Key points

Obesity and diabetes go hand in hand

Figure 11: Percent of people aged 20 or older who are healthy weight, overweight, or obese, 2001-12

Figure 12: Body type, by BMI, May 2014

Figure 13: Prevalence of obesity among children and adolescents aged 2-19, 1971-2012

Aging US population at risk for diabetes

Figure 14: Population by age, 2014-19, diabetes status among adults aged 18+, by age, 2013

Non-White population growth

Figure 15: Population by race and Hispanic origin, 2009-19, diabetes status, by race/ethnicity, 2010-12

Diabetes correlated to household income

Figure 16: Diabetes status, by household income, November 2012-December 2013

ACA

Leading Companies

Key points

As consumers look to save, private label heats up

Manufacturer sales of diabetes and testing products

Figure 17: MULO sales of diabetes and other home tests at retail, by leading companies, rolling 52-weeks 2013 and 2014

Leading brands create a relationship with users

Figure 18: Social media brand metrics, July 2014

Brand Share – Glucose Tests

Key points

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Diabetes sufferers looking to save money boost private label sales

Leading brands make up just more than half of the segment

Figure 19: Accu-check, "I'm the only one who knows," October 2013

Manufacturer sales of home glucose tests

Figure 20: MULO sales of home glucose tests at retail, by leading companies, rolling 52-weeks 2013 and 2014

Brand Share – Lancets and Other Tests

Key points

Private label sales up, but BD still dominates

Manufacturer sales of lancets and other tests

Figure 21: MULO sales of lancets and other home testing accessories at retail, by leading companies, rolling 52-weeks 2013 and 2014

Innovations and Innovators

New product launches of private label brands increasing

Figure 22: Share of new product launches for those with diabetes, by super category, 2008-14

Food and drink products help diabetics manage diet

Beauty/personal care

Online support and mobile applications make managing diabetes easier

Online support programs

Mobile applications

Figure 23: Diabetes HealthMate screenshot

Figure 24: OneTouch VerioSync Meter and Reveal Mobile app, January 2014

Tools to Manage Diabetes

Key points

More than one tool typically used to manage diabetes

Figure 25: Tools used to manage diabetes, by number of methods used, May 2014

Tools used differ by age

Figure 26: Tools used to manage diabetes, by age, May 2014

Higher household incomes use a wide range of tools

Figure 27: Tools used to manage diabetes, by household income, May 2014

Opportunity to increase usage of other tools among those with diabetes

Figure 28: Usage of health monitoring devices, November 2012-December 2013

Managing Diabetes Through Diet

Key points

Limiting sugar and carbs top ways to manage/prevent diabetes

Opportunity for food brands to target those with diabetes

Figure 29: Managing diabetes with diet, by age/gender, May 2014

Figure 30: Types of diet food purchased, November 2012-December 2013

Nutritional product usage higher among women

Figure 31: Usage of liquid breakfast/nutritional supplements, by gender, November 2012-December 2013

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Those looking to prevent diabetes less likely to make dietary changes

Figure 32: Managing/preventing diabetes with diet, May 2014

Diabetes Information Sources

Key points

Doctors key resource for those with diabetes

Figure 33: Attitudes toward health, November 2012-December 2013

Younger diabetes sufferers turn to a wide range of sources

Figure 34: Diabetes information sources, by age, May 2014

Interest in Diabetes Management Offerings

Key points

Use of technology to help manage diabetes growing

Figure 35: Usage of and interest in social media and apps to manage diabetes, May 2014

Figure 36: Interest in social media and apps to manage diabetes, by age, May 2014

Personal care items and vitamins

Figure 37: Usage of and interest in personal care/vitamins to manage diabetes, May 2014

Figure 38: Interest in personal care/ vitamins to manage diabetes, by age, May 2014

Groups offer support to diabetes sufferers

Figure 39: Usage of and interest in support to manage diabetes, May 2014

Figure 40: Interest in support to manage diabetes, May 2014

Exercise benefits seen among those with diabetes

Figure 41: Usage of and interest in exercise/weight loss to manage diabetes, May 2014

Figure 42: Interest in exercise/weight loss to manage diabetes, by age, May 2014

Attitudes toward Diabetes

Key points

Exercise and diet play an important role in managing diabetes

Figure 43: Attitudes toward diabetes, May 2014

Younger men key opportunity for program outreach

Figure 44: Agreement with attitudes toward diabetes, by gender and age, May 2014

Living with type 1 diabetes overwhelming and expensive

Figure 45: Agreement with attitudes toward diabetes, by diabetes status, May 2014

Relationship between BMI and Diabetes

Key points

Diabetes is more common among those with a higher BMI

Figure 46: Diabetes status, by BMI, May 2014

Managing diabetes with diet

Figure 47: Managing diabetes with diet, by BMI, May 2014

Diabetes information sources

Figure 48: Diabetes information sources, by BMI, May 2014

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Usage of and interest in diabetes management offerings

Figure 49: Usage of offerings to manage diabetes, by BMI, May 2014

Figure 50: Interest in offerings to manage diabetes, by BMI, May 2014

Race and Hispanic Origin

Key points

Diabetes risk higher among non-White populations

Figure 51: Concern with diabetes, by race/Hispanic origin, May 2014

Figure 52: Family diabetes status, by race/Hispanic origin, May 2014

A wide range of changes made to diet

Figure 53: Managing diabetes with diet, by race/Hispanic origin, May 2014

Information comes from a wide range of sources

Figure 54: Diabetes information sources, by race/Hispanic origin, May 2014

Attitudes toward diabetes

Figure 55: Agreement with attitudes toward diabetes, by race/Hispanic origin, May 2014

Appendix – Other Useful Consumer Tables

Figure 56: Demographics, by race/Hispanic origin, May 2014

BMI statistics based on self-reported height and weight

Figure 57: BMI based on self-reported height and weight, by gender and age, May 2014

Figure 58: BMI based on self-reported height and weight, by household income, May 2014

Diabetes status

Figure 59: Family diabetes status, by BMI, May 2014

Managing diet

Figure 60: Managing diabetes with diet, by age, May 2014

Figure 61: Managing diabetes with diet, by household income, May 2014

Figure 62: Attitudes toward diet and health, by race/Hispanic origin, November 2012-December 2013

Figure 63: Attitudes toward diet and health, by household income, November 2012-December 2013

Figure 64: Usage of liquid breakfast/nutritional supplements, by gender, November 2012-December 2013

Figure 65: Types of diet food purchased, November 2012-December 2013

Tools used to manage diabetes

Figure 66: Tools used to manage diabetes, by race/Hispanic origin, May 2014

Attitudes toward diabetes

Figure 67: Agreement with attitudes toward diabetes, by gender, May 2014

Figure 68: Agreement with attitudes toward diabetes, by age, May 2014

Figure 69: Agreement with attitudes toward diabetes, by BMI, May 2014

Appendix – Trade Associations

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