

## June 2012

### Oral Care - US

The U.S. oral care market continues to feel the impact of the stagnant economy, growing modestly in 2011 with the expectation that this modest growth will continue into 2016. However, population growth from key users of oral care products—women, Boomers, and Hispanics and Blacks—should help the market steadily grow ...

### OTC Internal Analgesics - US

The \$3.766 million over-the-counter (OTC) internal analgesics category has experienced some setbacks in the past few years. Product recalls among major brands have resulted in large sales losses by leading companies, and leading to a 5% dip in overall category sales from 2006-11. However, Mintel's custom research finds that ...

## May 2012

### Cough and Throat Remedies - US

The incidence of suffering from a cough or sore throat becomes elevated during more severe cold and flu seasons. As a result, fluctuations in market sales correspond to the severity of flu seasons. The cough and throat remedies market is also driven by other factors, including key demographics such as ...

## April 2012

### Gastrointestinal Remedies - US

Sales of gastrointestinal (GI) remedies grew considerably in 2009, in part because of strong demand for over-the-counter (OTC) versions of prescription remedies such as Prilosec OTC. This growth, however, decelerated in 2010 and 2011. While significant opportunities exist in the category, it is evident that at this point in history ...

### Health Savings Accounts - US

With healthcare costs continuing to rise, both employers and employees are constantly looking for ways to control them. Consumer Driven Health Plans (CDHPs), of which Health Savings Accounts (HSAs) are one type, are becoming an increasingly popular way to do just that. Paired by law with High Deductible Health Plans ...