

### March 2014

#### OTC Pediatrics - US

“After a series of product recalls, the OTC pediatrics market appears to have fully recovered. However, the market faces a few challenges to growth, including a declining population of households with children, and an overall movement toward prevention rather than treatment. Manufacturers and retailers that can meet parents’ unique needs ...

#### Smoking Cessation Products - US

“E-cigarettes are the latest threat to the beleaguered smoking cessation products’ market. Prior to the rapid arrival and use of e-cigarettes, the fast-following introduction by private label manufacturers of every new product innovation launched by national brands helped commoditize the market and erode dollar sales growth. Future innovation should focus ...

### February 2014

#### OTC Sleep Aids - US

“Despite positive growth of OTC sleep aids, the category is still up against several challenges. Consumers are concerned about side effects, and usage of other ways to help them fall asleep is more prevalent than OTC sleep aids. The growth of fitness devices to track sleep patterns could also negatively ...

### January 2014

#### Nutritional and Performance Drinks - US

“Functional claims are expanding across food and drink categories, as brands seek to differentiate themselves from the competition. The nutritional and performance drinks market should promote the fact that its products are engineered specifically for the functionality they promote, unlike other products for which claims such as protein delivery and ...

#### Pharmaceuticals: The Consumer - US

“The patent cliff, as well as a push toward consumers being more proactive about their health, has contributed to a decline in sales of pharmaceutical drugs. However, the ACA will provide more people with health insurance coverage, likely growing the market of prescription drug users.”

#### The Drug Store Shopper - US

“Drug stores continue to live in danger of losing core market sales to mass merchandisers and supermarkets both OTC products and pharmacy services. Maximizing their position as a local retailer, creating laser focus on customer service, and continuing to develop a closely integrated online/offline service offering should be high ...