

March 2023

Nutrition Drinks - US

“The nutrition drinks market may be fighting outdated ‘dieting’ perceptions, but its convenient nutrient delivery can be positioned to target a range of health needs – weight management included. Using contemporary definitions of wellness as a catalyst for a function-forward refresh allows brands to accompany consumers on their holistic health ...

Sports and Performance Drinks - US

“Sports and performance drink brands may be working to distance their image from exercise, but ultimately still find themselves using fitness identity as a reference point for marketing. Whether appealing to less active consumers through the promise of refreshment or to fitness-oriented consumers looking for an edge, offering layered functionality ...

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Medicated Skincare - US

“Consumers continue to experience skin issues as a physical manifestation of both lifestyle choices, such as poor diet and lack of sleep, as well as elevated levels of stress and anxiety. While consumers have adopted a more preventative strategy to managing their overall health, this shift has been slower in ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Health Technology Trends - US

“As consumers broaden their health goals, technology can respond by providing comprehensive monitoring of health metrics to bring greater awareness of health and wellness, while also making managing health more enjoyable. Technology will continue to play an integral part in giving consumers a greater sense of control over their personal ...

Managing Stress and Mental Wellbeing - US

“After facing heightened periods of stress during the pandemic, Americans are paying greater attention to their mental health and making conscientious efforts to boost their emotional wellbeing and cognitive performance. These efforts are paying off for many, with consumers overall reporting better mental health than before the pandemic.

Still, over ...