

December 2009

Attaining Optimal Heart Health - US

The US market for heart health is driven by a range of health factors, primarily other diseases such as hypertension, diabetes, and high cholesterol, as well as the rising obesity rate, cigarette smoking, age, gender, race, and heredity. This report focuses on these drivers and provides analysis of the following:

November 2009

Sleep Aids - US

This report explores the market for non-prescription, over-the-counter sleep aids. Many Americans have trouble falling asleep or staying asleep. Nevertheless, consumers seem to view non-prescription sleep aids as less viable solutions to these problems in comparison to prescription medications. Therefore, sales of non-prescription products trail those of their more widely ...

October 2009

Exercise Trends - US

Only a small percentage of Americans meet the Centers for Disease Control and Prevention's weekly recommendations for exercise—150 minutes of moderate intensity aerobic activity for healthy adults plus muscle strengthening two days per week—and this lack of compliance shows that there are significant opportunities for companies in the exercise category ...