

### September 2017

#### Vitamins, Minerals & Supplements - US

Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should ...

#### Better for You Snacks - US

"The BFY (better for you) snacks category grew slightly from 2016-17, but has grown more in the past two years powered both by consumer interest in snacking and brand development of offerings that find a middle ground between healthy and indulgent. Yet the category is still challenged by the depth ...

### August 2017

#### Pregnancy and Health - US

"The US continues to experience low birth rates. Despite this, pregnancy specific products that address the nutritional and physical needs of pregnant women continue to roll out. Pregnancy related attitudes and ailments will drive the need for functional products that can give women the peace of mind they are doing ...

#### Weight Management - US

"The market for weight management products and services has a significant base of consumers. As the notion of what is considered effective in weight management continues to evolve, products that maintain a traditional diet formulation have struggled to keep up. Meanwhile, weight management brands that put nutrition first continue to ...

#### Contraceptives and Sexual Health - US

"The majority of adults who disclosed their sexual activity currently use a contraceptive product, denoting a strong base of contraceptive and sexual health users. Yet, category sales only improved incrementally from 2016-17, as the male contraceptives segment struggled. Reliance on previous product experiences and a degree of embarrassment involving the ...

### July 2017

#### Digestive Health - US

"The majority of adults experienced some kind of gastrointestinal problem in the last year, and just over half treated their ailment with an OTC (over-the-counter) medication. This denotes a strong base of digestive health consumers for category players. Still, category sales went relatively unchanged from 2016-17 as sales softened in ...

#### Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...