

September 2016

Better-for-you Eating Trends: Spotlight on Real - US

"When seeking better-for-you foods, consumers avoid certain elements in their diets, chiefly artificial ingredients of all forms, and express a general distrust of genetically modified ingredients. At the same time, many consumers are seeking foods with added health attributes, namely protein, fiber, and whole grains. Brands have focused product innovation ...

Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise and by 2021 they will account for 17.3% of the total US population. Seniors are generally optimistic about the future and are investing in their health despite the health challenges that naturally come with aging. The current age ...

August 2016

Pregnancy - US

"The US continues to experience low birth rates. Despite this, the topic of prenatal and postnatal maternal health care for women continues to intensify and brands and companies have an opportunity to be a part of this conversation. Women are up against many health ailments, affecting both the mind and ...

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Digestive Health - US

"After experiencing solid sales in 2014-15, growth in the digestive health market is expected to soften somewhat in 2016. The majority of consumers are turning to some form of OTC (over-the-counter) digestive remedy for treatment, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward ...

Diet Trends - US

"The market for diet products has faced slight declines since 2011. As what consumers consider "healthy" continues to evolve, diet products have struggled to keep up with changing preferences. Packaged and processed foods continue to fall out of favor, shrinking the opportunity for diet foods but opening up new possibilities ...

Medicated Skincare - US

"The rate of growth for medicated skincare market continues to decelerate. Anti-itch treatments remain the strongest performing segment, while foot medications, cold sore treatments, and skin growth removers continue to stagnate. Alternative treatment methods – from self-healing to home remedies and prescription care to general skincare – further exasperate the already ...