

## September 2012

### First Aid - US

First aid products and treatments naturally correspond to consumer injury and illness. As it is difficult to increase the need for these products, marketers need to be especially savvy about increasing awareness and usage of first aid accessories and treatments. Therefore, consumer education is key to making brands top of ...

## August 2012

### OTC Pediatrics - US

The OTC pediatrics category has estimated total U.S. 2012 sales of \$1.4 billion with an increase of 7.5% versus a year ago. As impressive at that figure is, it would undoubtedly be even larger if not for a number of recalls in recent years from high-profile companies ...

## July 2012

### Healthy Snacking - US

At a time when America's obesity problem is receiving extensive coverage from the media, consumers are becoming more aware of the long-term potential health implications of their eating habits. Unlike some other eating occasions, snacking is most associated with fun and perhaps even indulgence, which can make it challenging for ...

### Contraceptives - US

Sales in a variety of categories declined during the recession. However sales of OTC contraceptives spiked in 2009 and continued to grow in 2010 and 2011. While this growth is encouraging, it is also apparent that few manufacturers and retailers have been able to fully capitalize on growing demand for ...