

March 2022

Children and Health - US

"The children's health category continues to have a wide reach, with approximately 74% of parents relying on OTC remedies and VMS products to maintain their children's health. Market sales remain strong, at \$3 billion, despite lingering pandemic uncertainty and rising inflation. Mintel predicts that the children's health market will grow ...

Nutrition Drinks - US

"The time is ripe for nutrition brands to shine. Two years into a pandemic, consumers are primed for solutions that will set them on the path to health. Leading into the pandemic, general functionality sufficed as a calling card. Moving forward, consumers will be discerning of brands and ingredients, and ...

Healthy Dining Trends - US

"While healthy eating and restaurant dining both took a backseat throughout much of the pandemic, consumers are now primed and ready to reengage on both fronts. Looking at the concept of health through a wider lens and considering diners' physical and mental wellbeing alongside the wellbeing of society and the ...

Skin Conditions - US

"The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

February 2022

Drug Stores - US

"Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

Managing Stress and Mental Wellbeing - US

"The unprecedented challenges of the COVID-19 pandemic have tested the minds of Americans, and the mental health field is bursting with innovation to meet consumers' shifting needs. Methods that once seemed improbable, such as on-demand, virtual therapy are now commonplace, but increased availability of resources has not yet translated to ...

Health Management Trends - US

"Adults are optimistic about their health management efforts, with many recognizing that in order to maintain good health, it takes continuous effort. As consumers navigate the post-pandemic landscape, there is a great opportunity to lean in to the swelling holistic health movement. The pandemic has caused a seismic shift in ...

January 2022

Consumers and the Economic Outlook - US



Health and Wellbeing - USA

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...