

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 ...

September 2009

Vitamins and Minerals - US

The US vitamins and minerals market is driven primarily by the graying of America and the substantial population growth of women, two groups that report high penetration for these products. Dynamic growth among the Hispanic population also holds significant potential for marketing opportunities, although this group reports much less usage ...

Functional Beverages - US

The functional drinks market exhibited hefty growth till the onset of the recession, but showed signs of distress amid ongoing difficult economic environment. Even though the new product activity has remained strong during the recession, most of those products primarily target teens or young adults who tend to be price ...

Health and Wellbeing - USA

Marketing Health to Men - US

Men's health lags behind that of women, with a series of biological, social and behavioral factors working together to keep men burdened with greater disease rates and lower life expectancy. This report helps to unravel the mysteries of men's health, and explain why it is lacking and how to best ...

Stevia and Other Natural Sweeteners - US

The all-natural, zero-calorie sweetener market is in its infancy, relatively speaking. Since 1995, stevia, has only been permitted for sale in the US as a dietary supplement, not a sweetener. But in December 2008, the FDA approved rebaudioside A (Reb A) for sale in food and beverages, which will dramatically ...

August 2009

Functional Foods - US

Difficult economic conditions have not substantially slowed the expansion of functional foods. Marketers and retailers continue to introduce new products, and more consumers continue to try them. In order to maintain the momentum, functional foods players will need to continue expanding into new benefit areas. They will also need to ...

Adult Obesity and Diabetes - US

More than 150 million adults in the US are overweight or obese, and this affects businesses in diverse categories, including food service, supermarkets, airlines, healthcare, and weight loss. Understanding the needs, desires, and motivations of the overweight and obese population is essential to the success of countless corporations.

July 2009

Healthy Living - US

The desire to live a healthy life is one almost all Americans hold—in fact, 90% of respondents to Mintel's exclusive consumer survey say that it is very or somewhat important to them to live a healthy lifestyle—and the decisions they make (or do not make) to this end have a ...

Marketing Health to Women - US

Women's health is a vast and complex realm, with many issues and factors to consider. This provides ample opportunity for marketers to reach an audience of receptive and willing participants. The economy is proving to be a challenge for the health industry overall, and women in particular are impacted, often ...

June 2009

Health and Fitness Clubs - US

Revenues and memberships for the US health and fitness club industry continue to show growth on the surface, but a slowdown in real dollar growth belies a looming decline in industry demand. New downward pressure on average revenue per member comes from the nation's economic recession, as health clubs prepare ...

Cough, Cold and Sore Throat Remedies - US

The U.S. cold, cough, and sore throat remedies market is driven by a diverse range of factors, including the incidence of colds and flu, growth in the child, senior, female, and Hispanic populations, and a growing trend to self-diagnose and self-treat minor ailments. Beyond analysis of these drivers, this ...

May 2009

Healthy Dining Trends - US

This report explores healthy dining trends—identifying key developments that are changing consumer habits and perceptions about health and food, and how restaurants are reacting to these needs. The report covers industry activity in and consumer attitudes and behavior towards full-service restaurants, fast casual restaurants, and fast food restaurants, as well ...

April 2009

Health Insurance - US

Reforming the U.S. health care system has been on the top of politicians' agendas for decades and is finally seeing some real focus by President Obama and his administration. Problems with the system abound, from the high cost of services, to the technical inefficiencies of the system, to the ...

Arthritis - US

The number of arthritis sufferers in the U.S. is on the rise, due to a range of extraordinary factors, including the graying of the U.S. population, the high number of overweight and obese Americans, and a lack of health care for tens of millions that impedes prevention and ...

Market Re-forecasts: Health and Wellbeing - US

Mintel has undertaken some bold initiatives that provide crucial insight into current market conditions and approaches to a range of markets moving forward. Most dramatically, Mintel conducted an exhaustive re-evaluation of consumer market forecasts of our reports.

March 2009

Children and Obesity - US

This report examines the current state of childhood obesity in the U.S. and focuses on parents' opinions on obesity's cause, its prevalence and things that parents—and children—can do to combat it.

Nutrition and Energy Bars - US

Thanks to numerous new product introductions, an increased interest in healthy snacking and exercise, diet fatigue and American's on-the-go lifestyle, nutrition and energy bars have experienced moderate growth since 2003. Nutrition and energy bars seem to have one up on competition such as yogurt, trail mix and smoothies thanks to ...

Marketing Health to Parents and Children - US

The population of children is growing, and with it grows concern over the health issues they face. Childhood obesity, and the related health risks, has been the target of attention, and parents are seeking out healthier nutrition for their kids. However, there are a number of other areas that are ...

February 2009

Allergies and Allergy Remedies - US

The U.S. OTC allergy remedy market is driven by a range of factors, preeminently the incidence of allergies, which afflict an estimated 50 million sufferers, according to the American Academy of Asthma Allergy & Immunology. The most important internal driver for sales of these products is the Rx-to-OTC switch ...

January 2009

Customized Health - US

Customized health - designing healthcare services based on the unique needs of consumers - is one of the most important trends in the healthcare category, and holds significant opportunities for companies that offer the right products and services.