

June 2016

Analgesics - US

"The analgesics market has experienced modest growth in recent years. The majority of consumers turn to some form of OTC (over-the-counter) analgesic to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments ...

May 2016

Self Diagnostics - US

"The self diagnostics market is made up of several diverse segments all aiming to give consumers insight into their health. For the two largest segments, blood pressure and blood glucose monitoring, testing is likely to be done out of necessity and can be covered by insurance, which impacts retail sales ...

April 2016

Cough, Cold, Flu and Allergy Remedies - US

"US sales of cough, cold, flu, and allergy remedies grew substantially in 2015 largely due to the Rx-to-OTC switch of Flonase, a nasal allergy medication. A moderately severe flu season, coupled with a relatively ineffective flu vaccine, contributed to growth in the market. Households with children are a strong opportunity ...

Nutritional and Performance Drinks - US

"Mintel estimates the nutritional and performance drink category continued its moderate growth, with dollar sales increasing 6% in 2015. The category benefits from growing consumer attention toward healthy living, and provides a convenient and efficient means of helping them meet goals."

January 1970

Oral Care - US

"The US oral care category has suffered from slow growth in recent years and grew only 2.2% in 2016. Near universal penetration of everyday products such as toothbrushes, toothpaste, mouthwash, and floss leave little room for increased usage. Opportunities exist in key demographics such as Hispanics, households with children ...