

September 2011

Glasses and Contact Lenses - US

U.S. sales of eyeglasses, contact lenses and eye care products formed an estimated \$23.3 billion market in 2011. Sales growth is flat due to poor economic conditions, downward price pressure on complete pairs of glasses, and infrequent replacement of frames/lenses. OTC sales of reading glasses are the ...

Fitness Clothing - US

At the crossroads of sports, fashion and popular culture, the fitness apparel market boasts some of the best-established brands in the world. This report explores how the macroeconomic landscape, national fitness activity and demographic changes are shaping the market. It hones in on the recent performance, sales, branding and marketing ...

Children and Obesity - US

According to the National Health and Nutrition Examination Survey, as recently as 2008 nearly 17% of kids in the U.S. are obese, which is triple the percentage in 1980 and amounts to no less than an epidemic. There are myriad reasons for the catastrophic rise in obese kids, but ...

August 2011

Adult Obesity - US

Adult obesity in the U.S. has reached epidemic levels. More than a third of adults are obese in 2011, due to increased calorie consumption, lack of exercise/sedentary lifestyles and an economy that is forcing many consumers to choose more affordable meal options that contain very little nutritional value ...

July 2011

Healthy Living - US

As the obesity epidemic continues to bring awareness to the state of healthy living in the U.S., consumers are searching for new and better ways to eat right, exercise and create balance in their lives. Companies, facing rising health insurance costs for their employees, are also working to encourage ...