

## December 2010

### Heart Disease - US

Some 81 million Americans (34% of the population) have some type of cardiovascular disease, and this number will likely increase in the coming years. However, only a minority of those with heart health issues take preventive measures to manage their disease. This gap will create an opportunity for companies to ...

## November 2010

### OTC Pediatrics - US

With the exception of a sales boost in 2009 motivated by the H1N1 flu pandemic, the children's over-the-counter (OTC) remedy market has suffered over the last three years from negative publicity resulting from a steady stream of events, including multiple recalls, a plant closing, and an ongoing inquiry into the ...

### Sleep Aids - US

This report explores the market for non-prescription, over-the-counter (OTC) sleep aids. Many Americans have trouble falling asleep or staying asleep. Despite their sleep troubles, however, most Americans have not tried a prescription, OTC or homeopathic sleep aid.

### OTC Internal Analgesics - US

Growth in the OTC analgesic market has been stunted, as consumers feel the effects of both the difficult economy and a slew of product recalls in the sector. Branded products face an unprecedented challenge from private label manufacturers. Future growth prospects will depend on the ability of marketers to reignite ...

## October 2010

### Food Allergies and Intolerance - US

To understand the market impact of food allergies and intolerances, Mintel explores sales of food and drink products specifically marketed as "free-from" or without certain common allergens. Despite the negative economic pressures brought about by the recession, the free-from category has proven to be a bright spot, with dairy/lactose-free ...

## September 2010

### Private Label OTC Healthcare - US

While the recession has put a halt to sales growth in many large CPG product categories, overall sales of over-the-counter (OTC) remedies have continued to grow at a slow, steady pace over the last few years. Market share for lower-priced private label products, however, have risen sharply. The economic downturn ...

### August 2010

#### Attitudes Toward Sodium and High Fructose Corn Syrup Reduction - US

Recent research indicates that the majority of American adults are watching their diet. The health and wellness trend is driven by a variety of factors including an aging population and analysis suggests that as the economy improves, Americans are likely to gravitate more toward better-for-you (BFY) options such as those ...

#### Diabetics: Attitudes and Behaviors - US

Some 23.5 million adults have diabetes and another 57 million were pre-diabetic in 2007. Diabetes is one of the gravest health threats facing the country.

### July 2010

#### First Aid - US

The first aid category is facing a number of challenges: the growth of private label, consumers trading down because of the recession, and a paucity of strong brands. Insightful market research can help companies meet these challenges. To that end, this report provides:

### June 2010

#### Contraceptives - US

The U.S. market for OTC contraceptives sold through food, drug, mass and convenience stores has posted solid sales growth between 2004 and 2010, driven by a range of dynamic factors. These factors include the high number of consumers who wish to avoid pregnancy, specific demographics who are the most ...

#### Exercise Trends - US

The majority of Americans are not getting enough exercise, and that means there are numerous opportunities for companies in the exercise category to help motivate them. Some of the topics covered in this report include:

### May 2010

#### Cough and Throat Remedies - US

The US cough and throat remedy market is driven by a range of factors, including the seasonal severity of colds

#### Diet Trends - US

The recession has thrown the weight loss category into flux, causing consumers to change their behaviors and

and flu; population growth among children, seniors, and women, particularly those with young children (who are all more susceptible to contracting colds and flu); and the recession, which has further ...

seek out alternatives to accomplish their weight loss goals. Understanding these new dynamics is essential for success. This report explores a number of factors that are shaping consumers' attitudes, including:

### April 2010

#### Gastrointestinal Remedies: Digestive and Immunity Health - US

The market for over the counter (OTC) gastrointestinal (GI) remedies performed strongly in 2009, driven by the shift of prescription brands to OTC availability. However, most brands are losing ground to private label competition, and there is question as to whether new launches will truly result in incremental sales. A ...

#### Attitudes Toward Fiber and Digestive Health - US

A number of factors suggest that products with added fiber or digestive claims should be well received by the American public. Mintel's review of the category, however, shows that only a handful of products were introduced in 2009, and few of them matched well with consumers' desires.

### March 2010

#### Active Lifestyles - US

According to the Centers for Disease Control, roughly one third of the American population is considered obese. Obesity and related health issues are having a profound effect on the overall population, as well as with individuals struggling with weight issues. At the same time, it is almost impossible to separate ...

#### Smoking Cessation Products - US

Despite an environment that makes it increasingly difficult for smokers to light up, sales of smoking cessation products (SCPs) are lackluster. Cigarette taxes are at an all time high, and smoking bans have relegated smokers to "back rooms and alleyways." At the same time, the recession proves to be ...

### February 2010

#### Self Diagnostics - US

The self diagnostics market is made up of a diverse group of products that are thriving or flailing due to the economy. For medical segments—mainly those that involve the testing of blood—testing is more of a necessity and is often covered by insurance, which has impacted retail sales. At the ...

### January 2010

#### The Pharmaceuticals Consumer - US

The pharmaceutical industry seems to be continually at battle for consumer trust, having to combat an

#### Consumer Choices in Healthcare - US

The Great Recession, high unemployment rates, rising premiums, an aging population, and more are changing



## Health and Wellbeing - USA

onslaught of legislative and legal battles while doing a marketing dance around “the elephant in the room” of fair balance regulations. Sales have slowed and ad spend is down, with the economy pinching demand ...

the face of healthcare in America. Providers in the category must understand these challenges and appropriate responses if they are to flourish.