

### October 2021

#### Vitamins and Supplements - UK

“Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers’ lessening health anxiety. Opportunity for growth lies in brands pushing a ‘prevention rather than cure’ approach in order to drive value sales in the long term. Organic products warrant further exploration, aligning well with consumers’ ...

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#### Managing Stress and Wellbeing - UK

“The COVID-19 pandemic has driven unprecedented levels of stress, with consumers focusing on emotional wellbeing now more than ever. Even with concerns over the virus subsiding in 2021, and life settling into the ‘next’ normal, wellbeing will remain a priority for many as the long-term effects of the pandemic unfold ...

#### Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

#### Health and Fitness Clubs - UK

“While the private health and fitness market will benefit from pent up demand from gym goers, the preference for online and outdoor fitness remain strong, so fitness operators will be expected to offer hybrid memberships that include access to these facilities and services. Gyms should also look to develop and ...