

### September 2022

#### Digestive Health - US

"Gastrointestinal issues continue to plague consumers on a regular basis as a result of stress, lifestyle and environmental challenges. As consumers strive to optimize their overall health and wellbeing, they are recognizing the vital role that the gut microbiome plays. Consumers seek to treat the underlying causes of digestive issues ...

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#### Weight Management Trends - US

"The movement towards holistic health and self-care – fuelled in part by the pandemic – has become part of the conversation surrounding weight management strategies. It's now imperative that industry players utilize a lifestyle approach for the greatest efficacy and sustainability. While emotional 'feel good' factors are important, weight managers ...

#### OTC Pain Management - US

"The majority of adult consumers experience some degree of regular pain. As life turns to the "next normal" and normal levels of activity resume, consumers are increasingly exposed to practices that increase the risk of pain instance. Following the overall shift toward preventative care, consumers are looking for solutions that ...

#### Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...