

October 2021

Digestive Health - US

“Personal health is top-of-mind for US adults amid the continued threat of COVID-19 and new virus variants, and an emphasis on the holistic nature of overall wellbeing has many consumers considering their digestive health more seriously. With gastrointestinal issues on the rise, brands and consumers alike are looking to sources ...

September 2021

Trends in Vitamins, Minerals and Supplements - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during COVID-19, as consumers stocked up on products to support their overall health and immune systems. Despite a general desire to gain necessary nutrients from food and drink, the vast majority of adults ...

The Natural Health Consumer - US

“Natural health OTC products are uniquely positioned to reach consumers worried about the safety of traditional ingredients who also want to actively treat or prevent certain symptoms or illnesses. The barrier, however, is that many consumers do not know which products or ingredients are right for them, making traditional products ...

August 2021

Functional Drinks - US

“Functionality has been the most important driver to innovation in the non-alcoholic beverages market for the past decade, and consumer demand for drinks with added benefits has only increased during the pandemic. The number of adults consuming drinks with functional claims has risen over a year ago, as has the ...

Exercise Trends - US

“The extended length of the COVID-19 pandemic has forced consumers to adapt to at-home exercise, permanently altering how consumers view the fitness landscape. With exercisers confined to their homes, fitness brands rapidly updated their digital offerings to respond to consumers’ changing expectations. Because consumers now have a vastly expanded array ...

July 2021

OTC Pain Management - US

“The pain management market suffered from 2020-21 due to shifts in typical routines during the pandemic that reduced the need for OTC pain remedies. While the pervasiveness of pain will help maintain category stability, brands will need to meet changing consumer needs by offering preventative products or multifunctional formulas to ...

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...