

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 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 ...

Consumer Choices in Healthcare - US

The Great Recession, high unemployment rates, rising premiums, an aging population, and more are changing the face of healthcare in America. Providers in the category must understand these challenges and appropriate responses if they are to flourish.