

June 2021

Oral Health - US

“The oral care industry fosters innovative product formulas, marketing strategies and tech-based solutions. The market is resonating with consumers now more than ever before, with many adults saying they are investing more time and products into their oral care routines. COVID-19 sparked a newfound comfort in at-home rituals, which further ...

May 2021

Health Technology Trends - US

“Following a year of heightened attention on personal health, consumers are emphasizing both top-of-mind and forward-looking health ambitions going into 2021 and beyond. Health technology can guide newfound health needs of consumers, such as illness prevention and mental health management. Companies have the opportunity to simplify health priorities, cater to ...

April 2021

Managing Common Illness - US

“OTC cold, cough, flu and allergy remedies are facing a time of forced adaptation. The illness management market suffered significantly from 2020-21 due to increased illness prevention behaviors adopted by consumers. Simple habits, such as use of hand sanitizer, taking immune system support products and increased hand washing are likely ...