

March 2012**Attitudes Toward Fiber and Digestive Health - US**

Studies have consistently shown that most Americans do not eat the recommended daily allowance (RDA) of fiber. According to many studies, high-fiber diets can promote cardiovascular health and help one lose weight, both of which are important to millions of Americans. Indeed, it is becoming increasingly clear that fiber provides ...

February 2012**Attitudes Toward Sodium - US**

It's no secret that demand for better-for-you (BFY) snacks, prepared foods and beverages is on the rise. Companies around the globe are reformulating old products and bringing new ones to market to satisfy changing consumer preferences. While low and reduced-calorie products are at the forefront of this shift, concerns about ...

January 2012**OTC Sleep Aids - US**

The market for sleep aids is growing, despite the recall of a leading brand-name product and an overall reduction in new product introductions. Growth has been propelled by natural and homeopathic products, yet the number of people who have trouble sleeping still far outweighs the number who report taking a ...