

### December 2014

#### Medicated Skincare - US

“Medicated skincare product sales are expected to grow steadily in the coming years. Market players can accelerate growth by delivering new product benefits, expanding into new categories, addressing the needs of consumers with chronic skin conditions, and increasing their engagement of Hispanic and Asian consumers.”

– Gabriela Elani, Home ...

#### First Aid - US

“While the first aid market experiences steady sales, growth is limited because consumers tend to use products only when they have an injury. There are opportunities to increase ownership among growing population groups, which could help to boost sales in the coming years.”

– Emily Krol, Health and Wellness ...

### November 2014

#### Diet Trends - US

“Due to rising levels of obesity, the diet market is poised for growth. However, a great deal of skepticism toward products is hindering growth.”

– Emily Krol, Health and Wellness Analyst

### October 2014

#### Exercise Trends - US

“Exercise participation rates continue to be relatively stagnant in the US, despite an increase in obesity. Creating more customized programs, especially for the aging population, can help to increase likelihood of exercising. In addition, wearable fitness devices are a huge opportunity within the fitness landscape.”

– Emily Krol, Health ...