June 2010

Contraceptives - US

The U.S. market for OTC contraceptives sold through food, drug, mass and convenience stores has posted solid sales growth between 2004 and 2010, driven by a range of dynamic factors. These factors include the high number of consumers who wish to avoid pregnancy, specific demographics who are the most ...

Exercise Trends - US

The majority of Americans are not getting enough exercise, and that means there are numerous opportunities for companies in the exercise category to help motivate them. Some of the topics covered in this report include:

May 2010

Cough and Throat Remedies - US

The US cough and throat remedy market is driven by a range of factors, including the seasonal severity of colds and flu; population growth among children, seniors, and women, particularly those with young children (who are all more susceptible to contracting colds and flu); and the recession, which has further ...

Diet Trends - US

The recession has thrown the weight loss category into flux, causing consumers to change their behaviors and seek out alternatives to accomplish their weight loss goals. Understanding these new dynamics is essential for success. This report explores a number of factors that are shaping consumers' attitudes, including:

April 2010

Gastrointestinal Remedies: Digestive and Immunity Health - US

The market for over the counter (OTC) gastrointestinal (GI) remedies performed strongly in 2009, driven by the shift of prescription brands to OTC availability. However, most brands are losing ground to private label competition, and there is question as to whether new launches will truly result in incremental sales. A ...

Attitudes Toward Fiber and Digestive Health - US

A number of factors suggest that products with added fiber or digestive claims should be well received by the American public. Mintel's review of the category, however, shows that only a handful of products were introduced in 2009, and few of them matched well with consumers' desires.