

### December 2017

#### Middle Adulthood and Health - US

Middle aged adults (aged 45-64) make up an important, yet often overlooked, portion of the US population, and by 2022 will account for 24% of the total US population. Today's middle agers focus on improving their adherence to healthy behaviors, remain dedicated to the essentials of health management, and pay ...

#### Wearable Technology - US

"The year 2017 was a disappointing year for wearable tech. Marquee brands have seen unfortunate reversals of fortune, including declines at Fitbit, GoPro, and Garmin. However, on the basis of burgeoning sales of smartwatches, hearables, and high-end fitness bands with LED (light-emitting diode) screens, Mintel sees shipments returning to growth ...

### November 2017

#### Seniors and Health - US

The number of Seniors, adults aged 65+, is on the rise, and by 2022 will account for 17.7% of the total US population. Today's Seniors are increasingly tech savvy, yet remain dedicated to the basics of health management. The current age of a Senior, younger (65-74) versus older (75 ...

### October 2017

#### Eyeglasses and Contact Lenses - US

"The eyeglasses and contact lenses market is projected to grow 4.6% in 2017, reaching \$32.1 billion after rebounding from softer sales in 2016. Sales of prescription corrective eyewear continue to drive the industry, fuelled by an aging population and the limited appeal of corrective surgery. Efforts to digitize ...

#### Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

#### Healthy Lifestyles - US

"The majority of adults (90%) consider their overall lifestyle to be somewhat or very healthy. However, perceptions differ from reality as few hold themselves to strict health standards while weight-related health issues, such as obesity and diabetes, continue to rise. Though many adults say they have made drastic changes and ...

### September 2017

### Vitamins, Minerals & Supplements - US

Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should ...

### Better for You Snacks - US

"The BFY (better for you) snacks category grew slightly from 2016-17, but has grown more in the past two years powered both by consumer interest in snacking and brand development of offerings that find a middle ground between healthy and indulgent. Yet the category is still challenged by the depth ...

## August 2017

### Pregnancy and Health - US

"The US continues to experience low birth rates. Despite this, pregnancy specific products that address the nutritional and physical needs of pregnant women continue to roll out. Pregnancy related attitudes and ailments will drive the need for functional products that can give women the peace of mind they are doing ...

### Contraceptives and Sexual Health - US

"The majority of adults who disclosed their sexual activity currently use a contraceptive product, denoting a strong base of contraceptive and sexual health users. Yet, category sales only improved incrementally from 2016-17, as the male contraceptives segment struggled. Reliance on previous product experiences and a degree of embarrassment involving the ...

## July 2017

### Digestive Health - US

"The majority of adults experienced some kind of gastrointestinal problem in the last year, and just over half treated their ailment with an OTC (over-the-counter) medication. This denotes a strong base of digestive health consumers for category players. Still, category sales went relatively unchanged from 2016-17 as sales softened in ...

### Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

## June 2017

### OTC Pain Management - US

### Oral Care - US

## Health and Wellbeing - USA

"A majority of consumers turn to some form of OTC (over-the-counter) pain management product to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments is not expected to change, and a preference ...

"In a category with slow but steady sales growth and high penetration, factors such as brand, benefits, and costs have the greatest influence in purchase decisions. To maximize growth potential, stakeholders should leverage a need for sensitivity products, products offering a variety of benefits, and natural positioning."

- Jana Vyleta, Health ...

### May 2017

#### Health and Fitness Clubs - US

"Health and fitness club revenues increased from 2011-16 but are expected to soften some into the future, a result of the markets' heavy dependence on adults aged 18-34 and competition from digital fitness tools. However, consumers' continued focus on health and wellness will keep the market heading in an upward ...

#### Drug Store Retailing - US

The effects of an aging population focused on health management are positive for the drug channel, which is projected to continue on its path of upward sales growth over the next five years.

### April 2017

#### Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

#### Cough, Cold, Flu and Allergy Remedies - US

"US sales of OTC cough, cold, flu, and allergy remedies have had healthy growth for the past few years, yet slowed from 2015-16. A mild cold/flu season, effective flu vaccines, and more moderate success in Rx-to-OTC switches is likely to have tempered market growth. Mintel expects growth to continue ...

#### Nutrition and Performance Drinks - US

"Mintel forecasts the nutritional and performance drink category to continue modest growth into 2021. While the category benefits from consumers' focus on a healthy lifestyle, a wide array of food and drink categories are stepping up the pressure by adding similar functional and health elements. The category may benefit by ...

### March 2017

#### Healthy Dining Trends - US

#### OTC Sleep Aids - US

"Health is becoming less of a section on a menu and is gradually becoming an overarching lifestyle experience at restaurants. As restaurants continue to use claims focused on real, natural food the overall health message is becoming less about what you can't have, and instead is focused on creating a ...

"The majority of adults struggle with sleep. The inability to get a good night's sleep paired with the spotlight placed on the importance of sleep have helped strengthen OTC sleep aid market growth and should continue to boost sales as consumers face many sources of sleeplessness. However, persistent consumer concerns ...

### February 2017

#### First Aid - US

The first aid category is experiencing flat sales in 2016 due to declines in foot care and an overall value-driven mindset among consumers. Future growth is projected to be modest as consumers continue to seek out products that provide value, durability, and functionality, and a shopping experience that is transactional ...

### January 2017

#### Managing Your Health - US

"The US continues to experience significant growth among the older population, along with an increasing life expectancy, growing the demand for products and services to assist health-engaged consumers. In order to help consumers overcome barriers to living a healthy lifestyle, it will be essential to tap into their emotional motivators ...