July 2020

OTC Pain Management: Incl Impact of COVID-19 - US

“During the COVID-19 pandemic, consumer wellbeing and day-to-day routines have been challenged. More adults staying home for their own safety may result in a less active population. Additionally, uncertainty about the future has increased feelings of stress and anxiety. These physical and mental factors can cause heightened pain incidence among ...

Plant-based Proteins: Incl Impact of COVID-19 - US

"Plant-based proteins have seen a rise in popularity despite the fact that most adults continue to eat real meat. Plant-based foods enjoy a health halo, and adults who use plant-based protein sources state they do so to be healthier more than any other reason. But taste and variety are also ...

June 2020

Baby Boomers and Health: Incl Impact of COVID-19 - US

“Baby Boomers are straightforward about their health management efforts and hold an understanding that wellbeing is an ongoing process of improvement. Feeling confident and in control of health management contributes to Boomers’ satisfaction with their health status even as underlying conditions become more prevalent. The COVID-19 pandemic has put an ...

Oral Health: Incl Impact of COVID-19 - US

"During the COVID-19 pandemic, job and income loss have caused consumers to limit discretionary spending. Certain aspects of personal care are less important during shelter-in-place and therefore deprioritized. Maintaining oral care is considered an essential of daily health and hygiene, supporting consistent product usage throughout the outbreak and beyond. Tapping ...

May 2020

Cough, Cold, Flu and Allergy Remedies: Incl Impact of COVID-19 - US

"The COVID-19 pandemic has amplified the importance of illness management. Methods practiced during the outbreak are likely to hold lasting impact, such as staying home when sick and increasing illness prevention measures such as washing hands and using hand sanitizer. Americans’ renewed focus on health and safety emphasizes the role ...

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