

December 2019

Incontinence - US

"The US incontinence market grew based on an acceleration of the same growth drivers that were prominent in 2018, such as a transition from period products to dedicated incontinence products, the continued aging of the population and growing bladder leakage due to lifestyle issues."

-Jamie Rosenberg, Senior Global Analyst, Household ...

Better for You Snacking - US

"Consumers are increasingly living on-the-go lifestyles where a quick snack can be a better fit than a sit-down meal. And with many adults looking to improve their health through diet, there is a solid market for healthier, more nutritious snacks. This report examines the better-for-you snack trend, looking in depth ...

November 2019

Better for you Eating Trends - US

"The vast majority of consumers report eating foods they feel to be healthy at least some of the time, but opinions and attitudes on what a healthy diet is vary greatly. Brands making better-for-you claims need to stay on the pulse of trending diets, yet not lose sight of the ...

Children and Health - US

"Illness is prevalent among children, as 76% of children younger than 12 have been sick in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) children's health products market has continued to grow despite recent ...

OTC Sleep Aids - US

"Sleep is recognized as an element of self-care and wellness, offering many holistic health benefits to consumers. Yet a majority of adults struggle to either fall and/or stay asleep. While worsening sleep habits raise public health concern, the growing struggle with sleep has created a vast market for products ...

Supplements - US

"The supplements segment leads the way for continued growth of the vitamins, minerals and supplements market, surpassing vitamins in overall market sales in recent years. Supplements can play in the wellness space more so than vitamins and minerals on their own, with seemingly limitless opportunities for combining functional ingredients offering ...

October 2019

Contraceptives and Sexual Health - US

"The sexual health market has sustained year-over-year success, thanks to the continued growth of contraceptives and personal lubricants. While the incidence of sexual activity remained consistent, condom use declined significantly over the past two years. Adults are embracing sexual wellness, opening the door for products and services catered to self-love ...