

December 2022

Vision Health - US

“The demand for corrective eyewear continues to increase as vision problems become more prevalent in both young and older consumers alike. Many of these issues have arisen due to extended exposure to technology as well as vision issues that come with age. Some consumers acknowledge the effects of age and ...

The Changing Face of Healthcare - US

“Most consumers regard the healthcare system as at least somewhat trustworthy, giving healthcare and insurance providers the opportunity to re-examine the way they connect with patients. Despite digital advances in healthcare, consumers still want a traditional healthcare experience that provides comprehensive health so that they feel empowered and in control ...

Consumer Approach to Healthy Eating - US

“Diet has become a four-letter word, but that doesn’t mean it’s lost its grip. Consciously rejecting diet culture, while a start, is a slow process that is still susceptible to the mental health pitfalls of falling off track. Even as inflation threatens preferred product purchase, consumers still want to feel ...

November 2022

Food and Drink Nutrition Claims - US

“The pendulum is swinging away from the zealous health aspirations of 2020 to reveal what consumers truly want: real food that supports their personal health needs. Clear on-pack food and drink nutrition claims that connect ingredients to tangible benefits will empower consumers to feel in control of their health, while ...

Healthy Lifestyles - US

“Consumers are embracing holistic health, prioritizing actions that address both their mental and physical health needs. Healthy lifestyle behaviors traditionally reserved for physical benefits are now being used to boost mental health, underscoring the recognition that health is interconnected.

October 2022

Vitamins, Minerals and Supplements - US

“The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...