

August 2023

Digestive Health - US

"Symptomatic treatments for occasional issues will remain core to the market. Though digestive health is widely understood to be a vital piece of overall wellbeing, category players must work toward elevating the importance of proactive gastrointestinal maintenance which will aid in supporting other areas of holistic health. Blurring the lines ...

OTC Pain Management - US

"The vast majority of consumers deal with pain on a regular basis, and often turn to familiar OTC products. Pain is a constant that is not slated to decline. To meet diverse consumers in their quest to address pain symptoms, while also improving overall wellness, it will be crucial to ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

First Aid - US

"First aid products are essential purchases with potentially lengthy purchase cycles. Consumer interest in the category centers on its functional nature – they simply need these products when minor injuries occur. Short-term market gains in 2020 have given way to a market that will see slower growth in 2023 and ...

June 2023

Oral Health - US

"The pandemic both upended and revitalized the oral care market, creating disruptive opportunities for premium and eco-friendly solutions. As consumers view their oral care routines as self-care, as well as essential hygiene, leading brands can continue to tap into wellness trends. There will be blossoming opportunities to link oral care ...

May 2023

Sleep Health - US

"Sleep is the new frontier of health as consumers more widely recognize the integral role it plays in their overall health. Yet a majority of adults struggle to fall and/or to stay asleep, and many recognize the nuances of quality sleep.

While worsening sleep habits raise public health concern ...

Feminine Hygiene and Sanitary Protection Products - US

"Consumers are increasingly viewing their bodies as interconnected ecosystems, driving focus on less-recognized areas of health, including vaginal health. Overall, feminine care needs are essential to women's health, yet consumers' expectations are no longer purely functional. The category is in a moment of evolution, as lines blur between beauty and ...

April 2023

Managing Common Illness - US

“Consumers have faced increased exposure to common illness over the past year, as influenza, COVID-19 and RSV converged, creating a tridemic. Nearly one quarter of consumers experienced more frequent common illness than last year despite taking preventative measures, such as using immune-boosting supplements. Because many symptoms of common illness overlap ...

March 2023

Nutrition Drinks - US

“The nutrition drinks market may be fighting outdated ‘dieting’ perceptions, but its convenient nutrient delivery can be positioned to target a range of health needs – weight management included. Using contemporary definitions of wellness as a catalyst for a function-forward refresh allows brands to accompany consumers on their holistic health ...

Health Technology Trends - US

“As consumers broaden their health goals, technology can respond by providing comprehensive monitoring of health metrics to bring greater awareness of health and wellness, while also making managing health more enjoyable. Technology will continue to play an integral part in giving consumers a greater sense of control over their personal ...

Sports and Performance Drinks - US

“Sports and performance drink brands may be working to distance their image from exercise, but ultimately still find themselves using fitness identity as a reference point for marketing. Whether appealing to less active consumers through the promise of refreshment or to fitness-oriented consumers looking for an edge, offering layered functionality ...

February 2023

Medicated Skincare - US

“Consumers continue to experience skin issues as a physical manifestation of both lifestyle choices, such as poor diet and lack of sleep, as well as elevated levels of stress and anxiety. While consumers have adopted a more preventative strategy to managing their overall health, this shift has been slower in ...

Managing Stress and Mental Wellbeing - US

“After facing heightened periods of stress during the pandemic, Americans are paying greater attention to their mental health and making conscientious efforts to boost their emotional wellbeing and cognitive performance. These efforts are paying off for many, with consumers overall reporting better mental health than before the pandemic.

Still, over ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Upcoming Reports

Contraceptives and Sexual Health - US - 2023

Approach to Health Management - US - 2023

The Natural Healthcare Consumer - US - 2023

Exercise Trends - US - 2023

Healthy Dining Trends - US - 2023

Health Insurance - US - 2023

Vitamins, Minerals, and Supplements - US - 2023