

## March 2011

### Pharmaceuticals Consumer - US

Sales of all pharmaceuticals have been steadily rising, from \$280.4 billion in 2007, to \$296.7 billion in 2009. Behind these positive numbers, however, is a category facing numerous challenges and opportunities. This report examines how consumers view pharmaceuticals, and covers the following:

## February 2011

### Arthritis - US

Some 50 million Americans 18 and older had arthritis in 2009, and this number is expected to grow to 67 million by 2030. As arthritis is currently incurable, companies that offer products/services that alleviate pain can enjoy robust growth for the future. This report provides businesses with the insights ...

## January 2011

### Attitudes Toward Hospitals - US

With more than 5,000 hospitals in the country, the hospital category is extremely diverse, ranging from large public hospitals in urban centers, to prestigious teaching institutions, to small rural facilities. The American public's view of the category is just as diverse, showing the opportunity for targeted marketing that speaks ...