

November 2015

Health and Fitness Clubs - US

"Health club revenues have increased substantially since 2010, and due to a general consumer focus on health and wellness, revenues are projected to continue in an upward trend into 2020.

This report will illustrate the qualities consumers seek from health and fitness clubs. Readers will gain a sense of what ...

October 2015

Healthy Lifestyles - US

"Though Americans are increasingly aware of health issues, many struggle to make significant changes. Consumers are constantly looking for new and better ways to live a healthy lifestyle without making significant sacrifices or interfering with other commitments and desires."

- **Lauren Bonetto, Lifestyles & Leisure Analyst**

Diet Trends - US

"Consumers are somewhat skeptical about diet products, and instead of purchasing traditional diet-specific products they are turning to a well-balanced diet and products that support it."

Gluten-free Foods - US

"While some consumers view the gluten-free diet as a fad, gluten-free food consumption continues to trend upward, fueled mostly by its general health halo, and also as a treatment for those with celiac disease or gluten sensitivity. Market competition continues to heat up as manufacturers both large and small enter ...