

### December 2011

#### Vitamins and Minerals - US

The U.S. vitamins and minerals market experienced strong sales through food, drug, and mass channels between 2006 and 2010, before decelerating significantly in 2011, mostly because the economy continues to stagnate and consumers are looking for ways to cut household costs. However, the future appears to hold promise for ...

#### Healthy Snacking Consumer (The) - US

According to Simmons NCS/NHCS, nearly two thirds of respondents often snack between meals; yet, only 27% report usually only snacking on healthy foods. Although this represents a small share of highly-committed healthy snackers, the incidence for occasional healthy snack consumption is far-reaching.

### November 2011

#### Marketing Health to Women - US

Overall, women demonstrate a high level of interest in health—including products like online tools to manage health, vitamins and supplements, and fresh foods. Subgroups, such as moms and Baby Boomers, have an increased health interest and are prime target demographics for health products. Over the next five years, the population ...

#### Sun Protection and Sunless Tanners - US

The U.S. sun protection and sunless tanner market sold through food, drug, and mass stores (not including Walmart) continues to benefit from an increasingly educated and aware consumer public that seeks to avoid damaging UVA/UVB rays that cause melanoma and skin aging. While sunscreen and suntan lotions have ...

#### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

### October 2011

#### OTC External Analgesics - US

Category sales for OTC external analgesics have recovered to pre-recession levels, and a number of factors are in place to drive greater growth: an aging population, rising arthritis rates, trends in self-care, and more. This is a time of considerable opportunity, and this report explores the growth in this market ...

#### Marketing Health to Men - US

Marketing health to men is not always an easy endeavor, as men are far less likely than women to regularly visit their doctor, report illnesses or buy health products. However, as the population of men aged 55+ continues to grow over the next five years, the need for quality health ...

### September 2011

#### Glasses and Contact Lenses - US

#### Fitness Clothing - US

## Health and Wellbeing - USA

U.S. sales of eyeglasses, contact lenses and eye care products formed an estimated \$23.3 billion market in 2011. Sales growth is flat due to poor economic conditions, downward price pressure on complete pairs of glasses, and infrequent replacement of frames/lenses. OTC sales of reading glasses are the ...

At the crossroads of sports, fashion and popular culture, the fitness apparel market boasts some of the best-established brands in the world. This report explores how the macroeconomic landscape, national fitness activity and demographic changes are shaping the market. It hones in on the recent performance, sales, branding and marketing ...

### Children and Obesity - US

According to the National Health and Nutrition Examination Survey, as recently as 2008 nearly 17% of kids in the U.S. are obese, which is triple the percentage in 1980 and amounts to no less than an epidemic. There are myriad reasons for the catastrophic rise in obese kids, but ...

### August 2011

#### Adult Obesity - US

Adult obesity in the U.S. has reached epidemic levels. More than a third of adults are obese in 2011, due to increased calorie consumption, lack of exercise/sedentary lifestyles and an economy that is forcing many consumers to choose more affordable meal options that contain very little nutritional value ...

### July 2011

#### Healthy Living - US

As the obesity epidemic continues to bring awareness to the state of healthy living in the U.S., consumers are searching for new and better ways to eat right, exercise and create balance in their lives. Companies, facing rising health insurance costs for their employees, are also working to encourage ...

### June 2011

#### Oral Care - US

Sales of oral care products declined slightly in 2008 and 2009 as millions of Americans sought to reduce household expenditures as a result of recessionary pressures. However, FDMx sales grew for the first time in three years in 2010 and now resemble levels observed before the recession.

#### Health and Fitness Clubs - US

The fitness club category has posted annual gains during the past five years, even during the recession, with revenues increasing from \$15.9 billion in 2005 to an estimated \$20 billion in 2010. Fitness club membership has similarly grown, from 41.3 million members in 2005 to an estimated 46 ...

### May 2011

#### Healthy Dining Trends - US

Mintel's exclusive consumer research finds that 27% of restaurant-goers are interested in ordering a healthy restaurant meal; yet, 56% order what they want at that moment, rather than what's healthy. Diners' disconnect between wanting to eat healthfully and actually doing so undermines the success of healthy menu innovations, creating what ...

#### Cold, Flu and Allergy Remedies - US

In the U.S., the over-the-counter (OTC) cold, flu and allergy remedy market sold through FDMx (food, drug, and mass merchandisers, excluding Walmart) dipped slightly in 2010, following a range of challenges that have hurt the potential for sales growth. Chief among these was a moderate 2009-10 flu season, but ...

### April 2011

#### Homeopathic and Herbal Remedies - US

The market for homeopathic and herbal remedies increased 17% from 2005-09 to reach \$5.9 billion. As these once considered "alternative" remedies continue to transition into the mainstream, Mintel expects growth to continue at a steady rate, averaging 3.5% growth annually through 2015.

### 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 ...