

September 2019

Vitamins and Minerals - US

"The vitamins and minerals market remains steady, with the majority of adults currently taking at least one vitamin or mineral. While younger consumers are driving demand for innovation and personalization, traditional formats and formulations continue to be important to overall market strength. However, a demand for natural, specifically whole food ...

August 2019

Digestive Health - US

"The digestive health market has exceeded expectations, with US retail sales estimated to reach more than \$5.1 billion in 2019. Previously, the category was supported by Rx-to-OTC conversions in the antacid segment, boosting sales dramatically in 2015. Since then, growth had stabilized and was predicted to flat line. However ...

Approach to Health Management - US

"Consumer spending on health-related services and products increased significantly from 2013-18, and a slowdown is nowhere in sight. Health management is universal, with many people placing significant pressure on medical professionals to guide their health and wellbeing through product recommendations and ailment and wellbeing care. With the foreseen doctor shortage ...

July 2019

The Natural/Organic Food Shopper - US

"While the majority of consumers shop for a combination of mainstream and natural/organic foods and beverages, the segment that exclusively seeks natural and organic remains very small. Interest in organic products continues to resonate with certain demographics, specifically younger adults and parents, over others."

Karen Formanski, Health and Wellness ...

OTC Pain Management - US

"The OTC pain management market exceeded \$6.5 billion in 2018. Historically, the category depends on the success of internal analgesics, yet the external segment continues to offer booming potential, maintaining impressive year-over-year growth. Demand for OTC pain relievers will continue as incidence of pain is not slated to slow ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically



Health and Wellbeing - USA

financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...