

September 2013

Eyeglasses and Contact Lenses - US

“The market of eyeglasses and contacts is highly competitive, and a few players account for the majority share. Additionally, changes in the way these products are bought and sold will impact the market. Opportunities for innovation exist to help players stand out from the competition and increase brand loyalty.”

Gluten-free Foods - US

“The gluten-free food category will continue to grow as an increasing number of manufacturers develop better-tasting and more nutritious gluten-free foods. Category appeal beyond those with celiac disease, coupled with a new FDA ruling for gluten-free product labeling, suggests the category will grow out of its marker as just another ...

August 2013

Obesity - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers, and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market healthy items.”

July 2013

Healthy Dining Trends - US

“In June 2013, the American Medical Association recognized obesity as a disease, a change that makes the need for healthful restaurant options more vital than ever. Diners still see dining out as time to indulge, which means the foodservice industry needs to do more to hit both menu marks to ...

Contraceptives - US

“Consumers rely on OTC contraceptive products for planned protection from pregnancy and diseases, as well as when they need a backup method of birth control. However, this market has some significant challenges. Contraceptive usage is strongly driven by relationship status, there is a stronger focus on pregnancy prevention over STD ...

Analgesics - US

“Product recalls from major brands have plagued the market for OTC analgesic remedies, causing consumers to turn to private label brands, external ways to treat pain, and alternative remedies. Brands can consider various new product innovations as well as using social media to connect with consumers.”