

December 2010

Heart Disease - US

Some 81 million Americans (34% of the population) have some type of cardiovascular disease, and this number will likely increase in the coming years. However, only a minority of those with heart health issues take preventive measures to manage their disease. This gap will create an opportunity for companies to ...

November 2010

OTC Pediatrics - US

With the exception of a sales boost in 2009 motivated by the H1N1 flu pandemic, the children's over-the-counter (OTC) remedy market has suffered over the last three years from negative publicity resulting from a steady stream of events, including multiple recalls, a plant closing, and an ongoing inquiry into the ...

Sleep Aids - US

This report explores the market for non-prescription, over-the-counter (OTC) sleep aids. Many Americans have trouble falling asleep or staying asleep. Despite their sleep troubles, however, most Americans have not tried a prescription, OTC or homeopathic sleep aid.

OTC Internal Analgesics - US

Growth in the OTC analgesic market has been stunted, as consumers feel the effects of both the difficult economy and a slew of product recalls in the sector. Branded products face an unprecedented challenge from private label manufacturers. Future growth prospects will depend on the ability of marketers to reignite ...

October 2010

Food Allergies and Intolerance - US

To understand the market impact of food allergies and intolerances, Mintel explores sales of food and drink products specifically marketed as "free-from" or without certain common allergens. Despite the negative economic pressures brought about by the recession, the free-from category has proven to be a bright spot, with dairy/lactose-free ...