

December 2012

Medicated Skincare - US

“The medicated skincare market can expect to see growth in the coming years due to skin irritations being a common occurrence for many consumers. However, the market faces some challenges: most consumers only purchase products to treat a single occurrence of an irritation, there are growing concerns around the use ...

Smoking Cessation Products - US

“Sales of smoking cessation products are expected to continue to experience growth. However, growth is limited as the market faces many challenges, such as domination from private label brands and a decreasing consumer base.”

November 2012

Diet Trends - US

“The diet industry is expected to do well in light of the current obesity epidemic. However, with sales of certain products down, consumers are turning to products that provide long-term wellness solutions rather than a quick fix. Diet brands poised to help consumers make lifestyle changes will be effective.”

Sun Protection and Sunless Tanners - US

“As skin cancer and sun protection awareness campaigns continue to warn consumers about the dangers of UV exposure and the FDA continue to propose tightened product regulations, manufacturers will need to stay ahead of the curve in order to maintain consumer confidence in the category.”

October 2012

Exercise Trends - US

“The recession caused many Americans to reevaluate how they were spending their money. One of the things to be cut was usually gym memberships or workout plans. Consumers adopted ways to save money on fitness and have carried these practices through into recovery. Additionally, consumers continue to seek new and ...