

### 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 ...