

September 2011

Vitamins and Supplements - UK

“Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage”.

Functional Food and Drink - UK

Estimated value growth of 32% over 2006-11 saw the functional food and drink market reach £785 million. The market has benefited from consumers' efforts to be healthy but it also continues to face some sizeable challenges. There is a debilitating level of consumer cynicism towards functional health claims and 75 ...

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Children's OTC and Healthcare Products - UK

“Fewer than one in five parents consults a pharmacist for health advice. The National Pharmacy Association's annual Ask Your Pharmacist Week could place more focus on the pharmacist's role in helping parents diagnose their children's ailments and providing OTC solutions, so that pharmacists are viewed by parents as a first ...

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Leisure Centres and Swimming Pools - UK

“There is a major opportunity for trusts and contractors to diversify into budget gyms, which is a fast-growing sector within the private health and fitness industry. They could do this both on their own accord (eg by opening their own private facilities independent of councils) or by opening smaller 'infill' ...

Sexual Health - UK

“Many years ago Katherine Hamnett's T-shirt designs incorporated a small condom pocket – could this return as a design feature, either by way of a condom brand extending into the underwear market or as a special line designed by an underwear company such as Calvin Klein?”

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.