

March 2018

Nutrition and Performance Drinks - US

"Sales of nutrition and performance drinks held steady in 2017. Consumer interest in health and in products that provide functional benefits spelled gains in recent years. A relatively positive economic climate has allowed consumers to spend more on drinks that promise added value. A slowdown is seen in 2017 due ...

Healthy Dining Trends - US

"Consumers are no longer satisfied by the basics when it comes to ordering a healthy dish at a restaurant; unique, flavor-driven dishes are becoming the norm. Highlighting ingredient quality gives even indulgent dishes, like pizza and burgers, a halo of health. Younger consumers are being impacted by this trend and ...

February 2018

Drug Store Retailing - US

"A combination of an aging population and favorable market factors is expected to result in positive growth for the drug store market. However, a number of issues, such as consumers' low loyalty and desire for deals, combined with an increasingly competitive landscape will continue to pose challenges for traditional drug ...

Children and Health - US

"Illness is prevalent among children, as 97% of children younger than 12 experienced some type of illness symptom in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) children's health products market has continued to ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

Managing Your Health - US

Consumers and brands alike are talking about wellness in the face of an uncertain healthcare market and growing health issues. To bring down healthcare expenses, health management is increasingly placed in the hands of consumers who are turning to a variety of sources to improve their wellbeing and receive guidance ...