

## December 2019

### Incontinence - US

"The US incontinence market grew based on an acceleration of the same growth drivers that were prominent in 2018, such as a transition from period products to dedicated incontinence products, the continued aging of the population and growing bladder leakage due to lifestyle issues."

**-Jamie Rosenberg, Senior Global Analyst,  
Household ...**

## November 2019

### Children and Health - US

"Illness is prevalent among children, as 76% of children younger than 12 have been sick 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 grow despite recent ...

## October 2019

### Contraceptives and Sexual Health - US

"The sexual health market has sustained year-over-year success, thanks to the continued growth of contraceptives and personal lubricants. While the incidence of sexual activity remained consistent, condom use declined significantly over the past two years. Adults are embracing sexual wellness, opening the door for products and services catered to self-love ...

### Men's Attitudes towards Haircare and Skincare - UK

"Although men are engaged in their beauty and grooming routines and show high purchase of hair and skincare products, brands and retailers are still not capitalising on male interest in these categories. Despite high interest in male brands, mass-market retailers continue to have limited availability of male-specific lines. Men turn ...

## September 2019

### Vitamins and Supplements - UK

"The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

### Managing Skin Conditions and Allergies - UK

"Own-label, one-a-day allergy relief tablets look to have been a victim of their own success – driving down spend and purchase frequency. Indications are that allergies are rising, but the forecast for allergy relief remains

bleak unless interest can be invigorated with alternative formats or enhanced product positioning. When it ...

## August 2019

### Digestive Health - US

"The digestive health market has exceeded expectations, with US retail sales estimated to reach more than \$5.1 billion in 2019. Previously, the category was supported by Rx-to-OTC conversions in the antacid segment, boosting sales dramatically in 2015. Since then, growth had stabilized and was predicted to flat line. However ...

### Sexual Health - UK

"Messages around the importance of safe sex have quietened in recent years, in tandem with reduced outlay on promoting condoms, resulting in value sales of condoms – the largest segment – continuing to slide – and pulling down overall category value as a result. Society has become more open about ...

## July 2019

### Oral Care - UK

"Oral care routines rarely change for consumers, creating a challenge for brands that they need to overcome. However, consumer interest in their own health and wellbeing, and their understanding of how oral hygiene impacts on them emotionally means there is an opportunity for brands to insert themselves into regular consumer ...

### OTC Pain Management - US

"The OTC pain management market exceeded \$6.5 billion in 2018. Historically, the category depends on the success of internal analgesics, yet the external segment continues to offer booming potential, maintaining impressive year-over-year growth. Demand for OTC pain relievers will continue as incidence of pain is not slated to slow ...

## May 2019

### OTC Analgesics and Cough, Cold and Flu Remedies - UK

"There remains significant potential yet to be realised within the topical analgesic segment, particularly if brands can focus on differentiating their products more clearly from oral pain relief products. In addition, given the consumer trend towards looking at health more holistically, brands in the analgesic and cough, cold and flu ...

## April 2019

### Cough, Cold, Flu and Allergy Remedies - US

"The majority of adults have experienced some kind of cold, cough, flu, allergy, or related symptom in the past 12 months. Over-the-counter remedies are the most

common method for treating these ailments. Yet, after achieving growth from 2013-17, category sales softened in 2018. Mintel's forecast calls for a gain between ...

### March 2019

#### Women's Haircare - UK

"Following a slight rise in value in 2016 and 2017, women's haircare is in decline again as discounting and special offers impact buying behaviours, whilst the desire for more natural styles and focus on hair condition continues to negatively impact the styling segment. A reduction in recorded advertising spend suggests ...

#### Mother and Baby BPC - UK

"In 2018 the babies' and children's personal care products, nappies and wipes market fell by 3.4% to £680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for their babies, expecting brands and retailers to deliver them with the same quality and ...

#### Health Technology Trends - US

"The health tech sector is at an exciting stage, with a few products (such as apps, fitness trackers, and smartwatches) already in the mainstream while numerous other innovations are on the horizon. With the population set to continue aging over the next several years while pressures on the health insurance ...