

June 2011

Oral Care - US

Sales of oral care products declined slightly in 2008 and 2009 as millions of Americans sought to reduce household expenditures as a result of recessionary pressures. However, FDMx sales grew for the first time in three years in 2010 and now resemble levels observed before the recession.

May 2011

Healthy Dining Trends - US

Mintel's exclusive consumer research finds that 27% of restaurant-goers are interested in ordering a healthy restaurant meal; yet, 56% order what they want at that moment, rather than what's healthy. Diners' disconnect between wanting to eat healthfully and actually doing so undermines the success of healthy menu innovations, creating what ...

April 2011

Homeopathic and Herbal Remedies - US

The market for homeopathic and herbal remedies increased 17% from 2005-09 to reach \$5.9 billion. As these once considered "alternative" remedies continue to transition into the mainstream, Mintel expects growth to continue at a steady rate, averaging 3.5% growth annually through 2015.

Health and Fitness Clubs - US

The fitness club category has posted annual gains during the past five years, even during the recession, with revenues increasing from \$15.9 billion in 2005 to an estimated \$20 billion in 2010. Fitness club membership has similarly grown, from 41.3 million members in 2005 to an estimated 46 ...

Cold, Flu and Allergy Remedies - US

In the U.S., the over-the-counter (OTC) cold, flu and allergy remedy market sold through FDMx (food, drug, and mass merchandisers, excluding Walmart) dipped slightly in 2010, following a range of challenges that have hurt the potential for sales growth. Chief among these was a moderate 2009-10 flu season, but ...