

March 2013

Homeopathic and Herbal Remedies - US

“Though sales of homeopathic and herbal remedies continue to increase, the market is up against several challenges. This includes low awareness among consumers, limited product availability, and consumer perception of safety and efficacy.”

February 2013

Attitudes Toward Sodium - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market low/no/reduced sodium items.”

January 2013

Pharmaceuticals: The Consumer - US

“The pharmaceuticals industry continues to grow; however, changes to the healthcare landscape from the ACA as well as patent expirations will affect future sales.”

Nutritional Food and Drink - US

“The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do.”