

### December 2016

#### Wearable Technology - US

"Sales continue to grow for wearable tech. However, sales for specific brands have already seen some reversals of fortune, including wearable cameras from GoPro and Apple smartwatches. Against this backdrop, Mintel explores the market for fitness-related tech using qualitative and quantitative surveys. Subjects include intent to purchase, gifting, participation in ...

#### Changing Face of US Healthcare - US

"Most consumers, particularly seniors, have visited a healthcare provider in the past year with the largest share of visits going to general practitioners. While healthcare costs are concerning, consumers are not very likely to discuss these costs with their healthcare provider. Some healthcare providers have an opportunity to refocus on ...

### November 2016

#### Homeopathic and Herbal Remedies - US

The homeopathic and herbal remedies market continues to grow steadily. In 2016, total US retail sales are estimated at nearly \$5.4 billion, and Mintel forecasts a stable growth trajectory through 2021.

### October 2016

#### Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

#### Gluten-free Foods - US

"Consumption and sales of gluten-free foods continues to increase, but growth in sales has slowed considerably in recent years. Sales do continue to grow, just at a slower pace. The propagation of lower-priced gluten-free foods, including store-brands, as well as other more competitively priced options are likely responsible for the ...

#### Exercise Trends - US

"Fitness facilities and gym memberships have increased in tandem in the last decade, showing that Americans have an increased interest in getting fit. However, even though more are reportedly exercising regularly, obesity rates continue to climb, indicating that adults haven't been able to offset poor diets with exercise alone."

- Dana ...