

October 2020

Vitamins, Minerals and Supplements Trends: Incl Impact of COVID-19 - US

“The vitamins, minerals and supplements market will continue to grow despite the economic downturn, due to strong associations in supporting specific areas of wellness, particularly ones trending in the time of COVID-19. While multivitamins continue to show highest usage, consumer demand for more targeted benefits beyond overall wellness continues to ...

Feminine Hygiene and Sanitary Protection Products: Incl Impact of COVID-19 - US

“The feminine hygiene and sanitary protection category is in a moment of growth and evolution. Consumer expectations are extending beyond functional needs, challenging key players to offer eco-friendly packaging, natural/organic materials and ingredient transparency at affordable price points. At the same time, brands have opportunity to grow user knowledge ...

September 2020

Vitamins, Minerals and Supplements Consumer: Incl Impact of COVID-19 - US

“Vitamins, minerals and supplements comprise a dynamic market that has seen consistent growth for over a decade. Dedicated VMS consumers consider these products to be a staple to their overall wellbeing, and most will budget for them despite economic hardships. Still, products with high-quality ingredients at the lowest price point ...

Digestive Health: Incl Impact of COVID-19 - US

“During the COVID-19 pandemic, adults are re-evaluating the causes of certain physical health symptoms they experience. The majority of adults attribute an increase in digestive health concerns since the start of COVID-19 to heightened feelings of stress and worry. Consumers will seek ways to gain control of health changes, such ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

August 2020

Managing Stress and Mental Wellbeing: Incl Impact of COVID-19 - US

“An existing mental health crisis in the US has been exacerbated by the COVID-19 pandemic, yet the



Health and Wellbeing - USA

majority of America believes their mental health is in good form. Despite this optimism, the full impact of the pandemic on mental health has yet to be seen, driving the need for added ...