

## June 2015

### Analgesics - US

"The OTC analgesic market is stable, posting steady gains since 2013, with similar growth trends expected through 2020. The majority of consumers turn to some form of OTC analgesic to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics are experiencing rapid growth. Looking ...

## May 2015

### Heart Health - US

About 85.6 million Americans are living with some form of CVD (cardiovascular disease), also known as heart disease, which includes HBP (high blood pressure), heart attack, chest pain, heart failure, and the after effects of stroke. CVD is the leading cause of death in the US as well as ...

### Oral Care - US

"Sales within the oral care market remain steady, benefiting from widespread product usage. Opportunities exist in the \$7.2 billion category for brands to increase the frequency of product usage, especially through portable oral care products, and a focus on new product innovations within the floss/ accessories/tools segment. Additionally ...

## April 2015

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

"OTC manufacturers of cough, cold, flu, and allergy remedies have built-in demand: there is no shortage of cold, flu, and allergy sufferers. While providing relief is important, further investment should be made in finding more effective remedies and in promoting methods for reducing the transmission of infection. These efforts will ...