

June 2014**Analgesics - US**

“While sales of analgesics are increasing, the market is still up against a few challenges. A high degree of brand loyalty makes it difficult to get consumers to try new brands. Alternatively, opportunities for innovation present new usage occasions to grow market sales.”

– Emily Krol, Health and Wellness ...

May 2014**Oral Care - US**

“Oral care sales are expected to grow modestly into 2018. However, there are ways for companies and brands to accelerate sales growth, which include influencing consumers to adopt more complex oral care routines, provide better outreach to underserved consumer segments, and grow toothbrush sales.”

**Feminine Hygiene and Sanitary
Protection Products - US**

“Growth of feminine care products has been minimal in recent years, as the market is up against several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the category ...

April 2014**Cough, Cold, Flu and Allergy
Remedies - US**

“Despite increasing sales, the cough, cold, flu, and allergy market is up against several challenges. Most consumers seek to prevent getting sick, lessening the need for remedies to treat their ailments. Additionally, it is difficult to predict the severity of a given cold or flu season. Providing ways to help ...