

February 2020

Nutrition Drinks - US

"Just under half of consumers live in households where nutrition, meal replacement or weight loss drinks are consumed, and sales are projected to steadily increase in years ahead. While products positioned as weight loss drinks garner the lowest sales and usage in the category, adults are turning to drinks across ...

Wearable Technology - US

"Wearable tech has gone from tech-savvy early adopters to the mainstream. Bluetooth headsets were once lambasted and stereotyped for high-powered businessmen, but today, about one quarter of all consumers own a set of wireless earbuds. Smartwatches also gained significant market share in 2019, matching ownership rates for activity trackers at ...

Weight Management Trends - US

"Obesity rates continue to rise in the US, impacting the health and wellness of Americans. The majority of adults are currently managing their weight, with most relying on self-guided methods over branded nutrition programs. Brands addressing weight management must adopt a personalized, lifestyle-centric approach to garner consideration and use from ...

January 2020

Health Management Trends - US

"The start of a New Year and new decade has people inspired and setting numerous goals to improve their health and wellbeing. While setting goals is the first step, it's also the easiest. It's keeping the motivation throughout the entire year, and even decade, that most people need help with ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto

Upcoming Reports

Food and Drink Nutrition Claims - US - December 2020

Better for You Eating Trends - US - November 2020

Chronic Health Consumer - US - October 2020

Feminine Hygiene and Sanitary Protection Products - US - September 2020

Vision Health - US - December 2020

Topical OTC Treatments - US - November 2020

Natural Health Consumer - US - October 2020

Supplements - US - September 2020



Health and Wellbeing - USA

Digestive Health - US - August 2020

Changing Face of US Healthcare - US - July 2020

OTC Pain Management - US - June 2020

Plant-based Proteins - US - May 2020

Cough, Cold, Flu and Allergy Remedies - US - April 2020

Exercise Trends - US - March 2020

Vitamins and Minerals - US - August 2020

Consumers and the Economic Outlook - US - July 2020

Oral Health - US - May 2020

Baby Boomers and Health - US - April 2020

Drug Stores - US - March 2020

Sports and Performance Drinks - US - March 2020