

Trends
Volume 32



Self Prescriptions



Setting the scene

Self Prescriptions

The wellness trend continues to re-shape people's lives and create new behaviors and product categories.

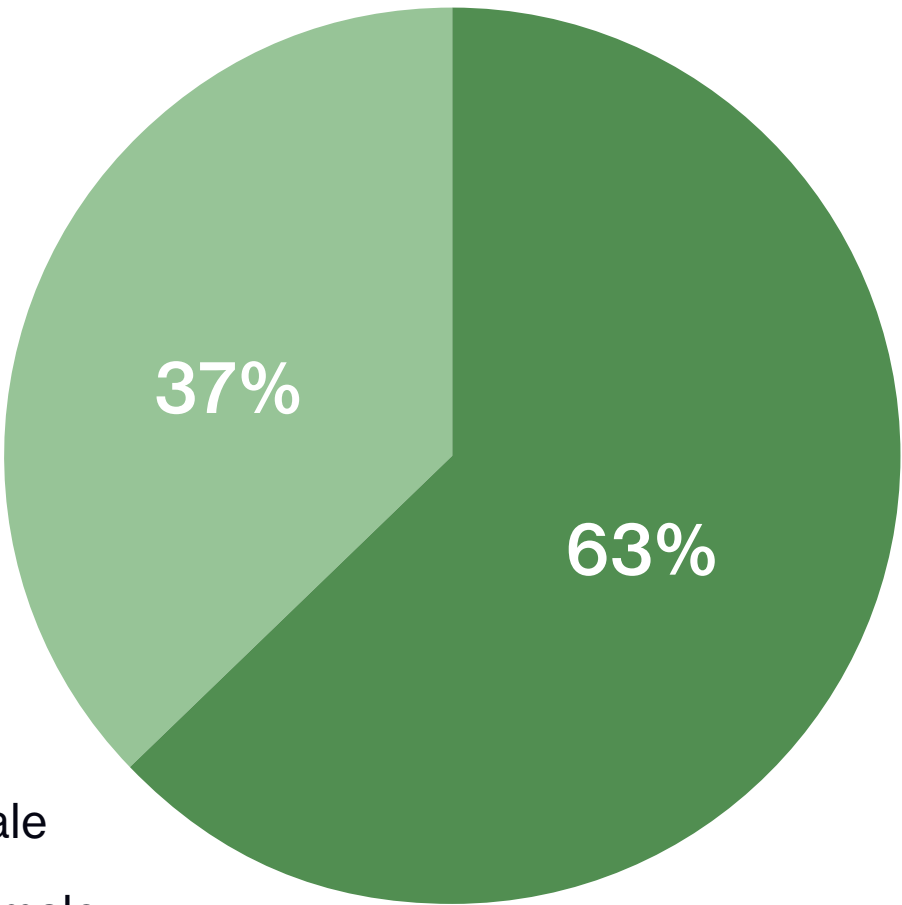
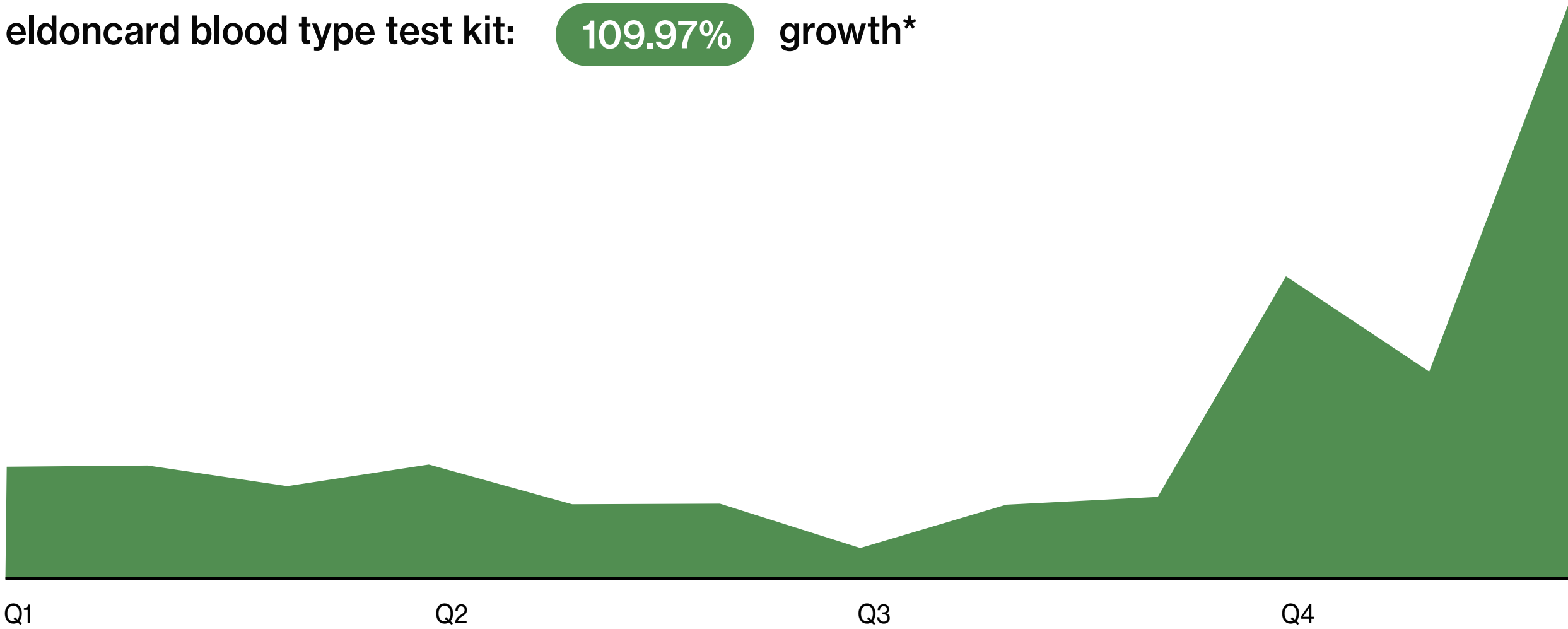
Our latest observation on this front: A growing boldness to do more with one's health without the supervision of a medical professional.

This week, we highlight three examples of how people are taking their health into their own hands – and their own homes.



At-home blood testing kits surge in popularity amidst continuing health worries

eldoncard blood type test kit: **109.97%** growth*

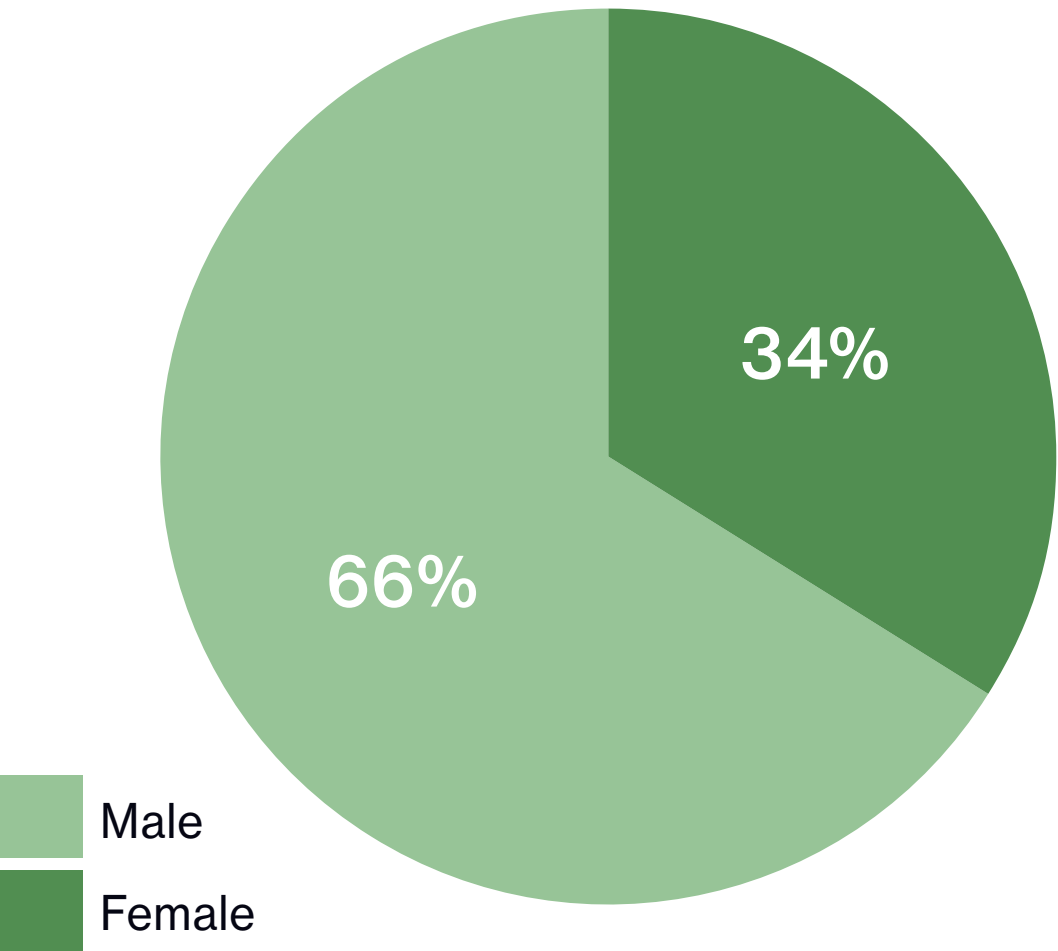
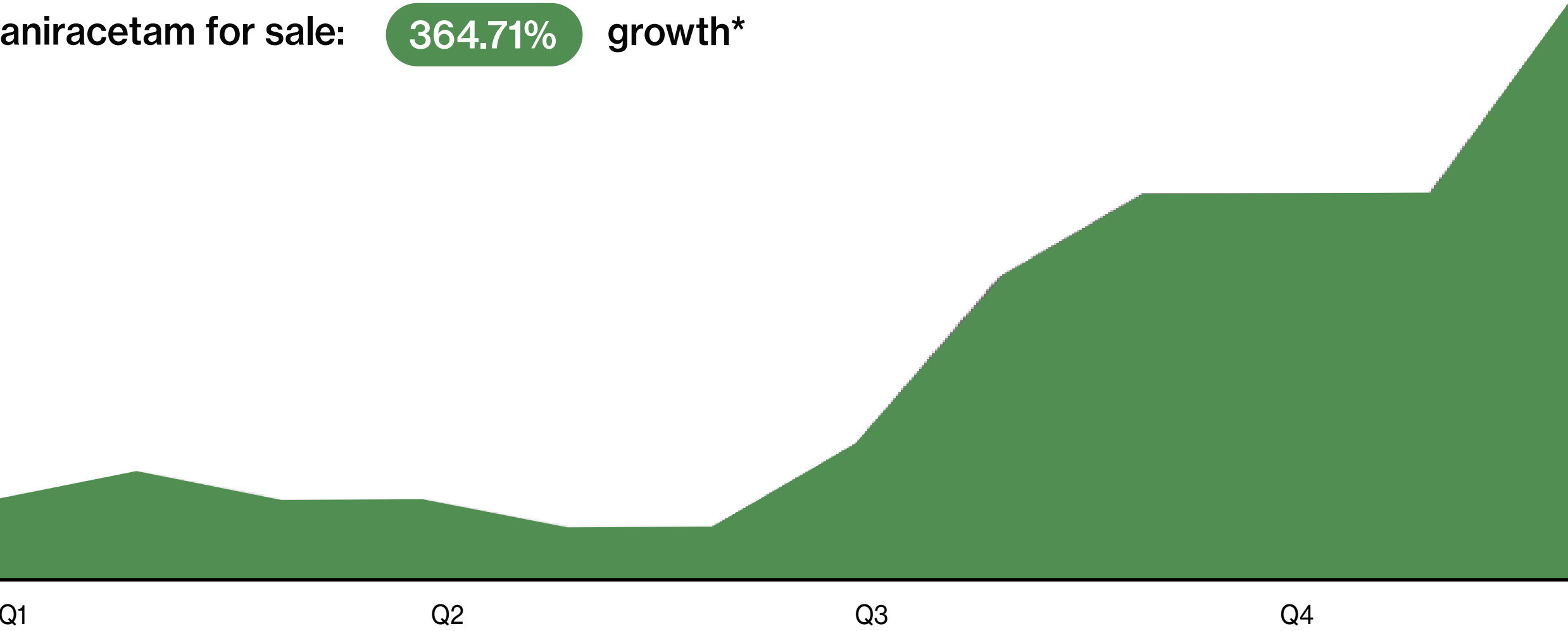


Male
Female

Recent news articles have suggested a link between blood type and COVID, heart disease and cancer. Instead of going to a clinic or lab, many are opting for the in-home option using convenient and highly accurate blood typing kits that are available in pharmacies.



A race for racetams as people embrace nootropics

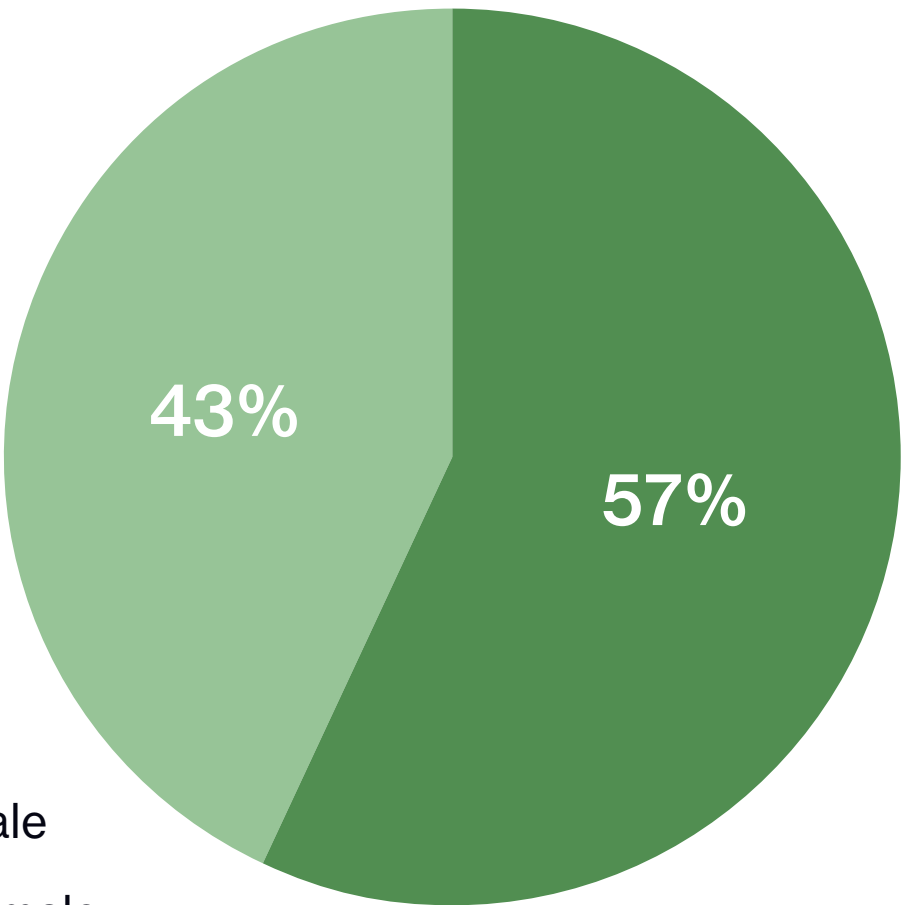
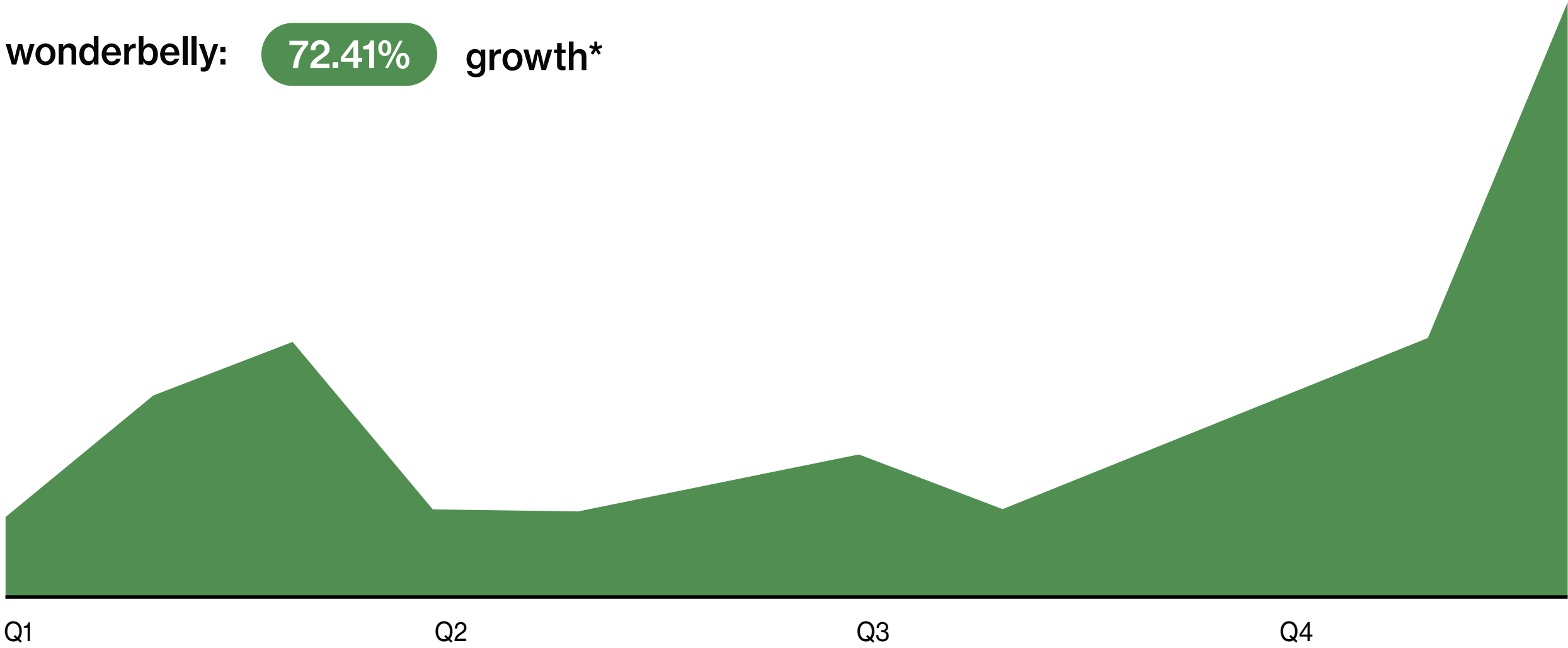


Aniracetam, which is marketed as a nootropic in the UK, though largely unavailable in the US, promises enhanced mental and brain function, and mood improvement. Along with other racetams like fasoracetam, this nootropic is gaining interest from people struggling with mental issues, as well as gamers.



A stomach medication on consumers' terms

wonderbelly: 72.41% growth*



Male
Female

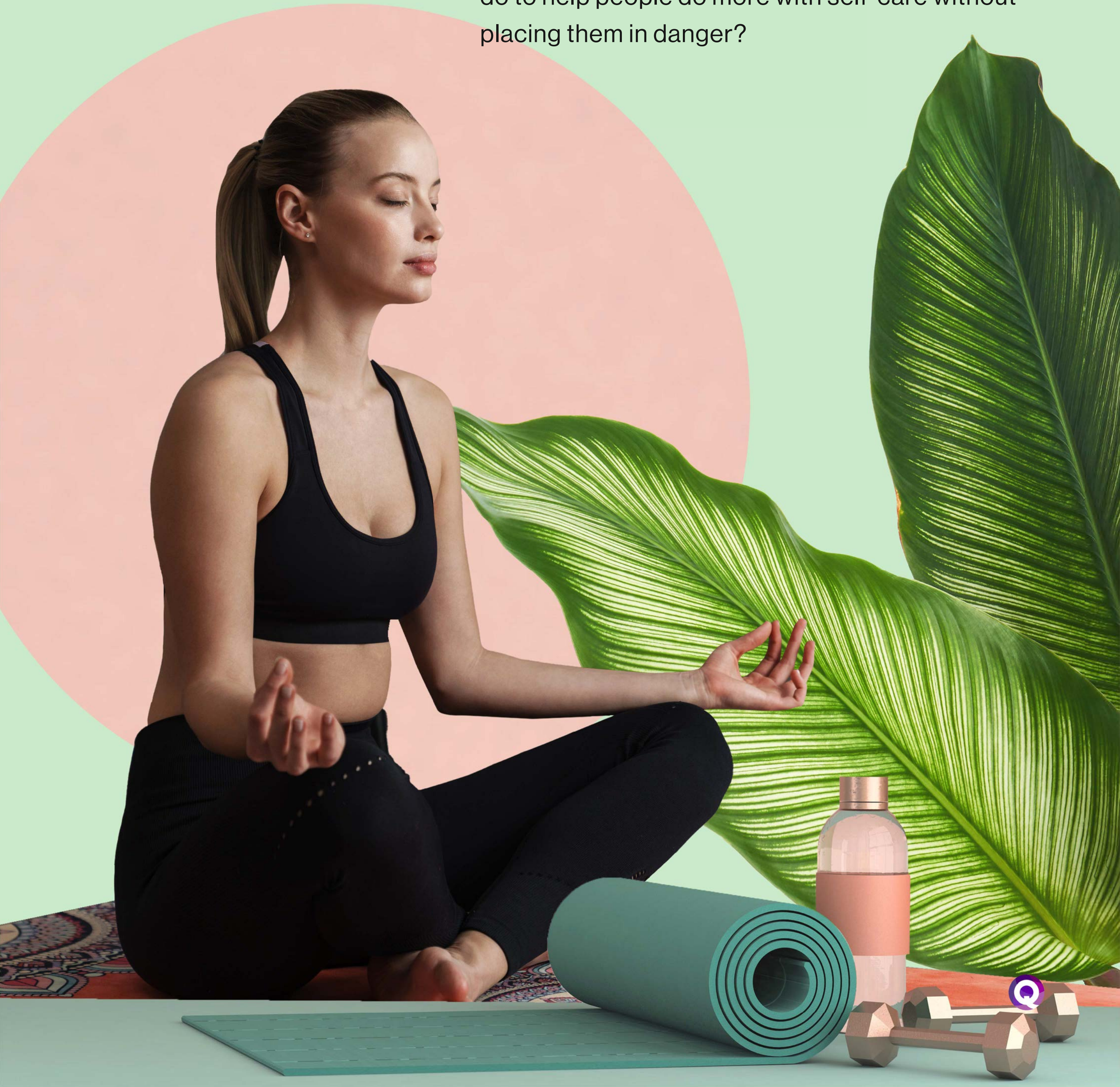
As people take healthcare into their own homes, they're increasingly applying their standards for other products to the medicines they take. Wonderbelly is an increasingly popular alternative to regular antacids that are free from the nasties that people are eschewing in food and personal care.



1 Make Yourself At Home

Thanks in part to the pandemic, people have gained the confidence to do more with their health at home, under their own direction.

This is both an opportunity and a risk that brands need to navigate with care. What can your brand do to help people do more with self-care without placing them in danger?



2 Back Home-Based Care Up with Communication

There's no shortage of medical incidents when people look to take treatments of ailments into their own hands. Providing access to easy-to-understand information or even in their own terms (re; Wonderbelly), consumers need to be crystal clear in terms of what they're taking.



To find out more, contact
us at enquiries@quilt.ai

