Pain Management in the U.S.: Consumer Strategies

Description: Understanding how consumers treat and manage their physical pain is fundamental to market participants' product and marketing strategies: it reveals pain sufferers' relationships with and among key market constituents, according to the nature of their pain. These relationships span a gamut of traditional and alternative healthcare practitioners, and prescription and non-prescription drugs, as well as vitamins and supplements, home remedies, diet and health and more. The relationships are informed by not only who and what pain sufferers choose to treat their pain but also by their attitudes towards those constituents, all the while assessing these relationships over time.

Pain Management in the U.S.: Consumer Strategies provides industry participants with an organized, insight-driven roadmap to navigating consumers' pain treatment and management strategies, helping to leverage market opportunity. The report focuses on how adults approach and treat their physical pain, emphasizing consumer survey analysis, including trends over time. The report studies two distinct groups: pain sufferers and adults who have selected illnesses/conditions strongly associated with physical pain and pain management. Demographic analysis of these groups is woven into report analysis. Content is further segmented by the nature of consumers' physical pain and chosen pain treatment methods and outcomes.

- To assess the nature of consumers' physical pain, the report delves into its characterization as chronic or acute pain, the intensity of pain, and the type/source of pain reported; as well as the purpose for which selected pain relievers are used.
- To assess chosen pain treatment methods and outcomes, the report studies the variety of methods pain sufferers chose to treat their pain, including prescription drugs, by type; non-prescription drugs, by type; healthcare practitioners, by type; vitamins and supplements, by type; and food, vitamin and home treatments, by type. In each case, method of use and obtainment of pain relief are included.

Content is also segmented according to illness sufferers' attitudes and behaviors toward a range of topics pertinent to pain treatment and management, including:

- Quality of life, health and diet and weight management attitudes
- Approaches to pain and illness
- Attitudes toward prescription and non-prescription medication
- Drug marketing and packaging
- Doctor relationships
- Health information gathering and assessment
- Attitudes toward alternative and homeopathic medicine
- Interest in homeopathic and functional pain medication

The report also provides comparative analysis, for example pain sufferers' approaches to minor, everyday pain versus the worst imaginable pain; or via targeted cross-tabbing analysis.

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