

Cold and Flu Remedies - UK - April 2013

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"Growth in the market will be driven by continued product innovations and a boost in the population of children, impacting the children's and parents' OTC market. Opportunities exist in extending product ranges and innovating in faster-acting formulations and product formats."

– Roshida Khanom, OTC and Personal Care Analyst

In this report we answer the key questions:

- Will the market continue to show fluctuation?
- How can manufacturers remain competitive against own-label brands?
- How will changes in the population impact the category?
- Which areas of innovation are consumers most interested in?

The value of the OTC cold and flu market has seen an increase of 3.5% in 2012, driven by product innovations and competitive pricing. Despite growing competition from own-label brands, big brands have continued to perform well due to technological innovations, with faster acting formulas treating multiple symptoms. As consumers become increasingly price conscious, there are opportunities for brands to remain competitive by increasing their sphere of influence and extending product ranges to appeal to consumers outside of the traditional cold and flu season.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market