

Cough, Cold, Flu and Allergy Remedies - US - April 2016

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"US sales of cough, cold, flu, and allergy remedies grew substantially in 2015 largely due to the Rx-to-OTC switch of Flonase, a nasal allergy medication. A moderately severe flu season, coupled with a relatively ineffective flu vaccine, contributed to growth in the market."
- Marissa Gilbert, Health and Wellness Analyst

This report looks at the following areas:

- Cold/sinus and cough/throat remedies fail to match allergy remedy growth rate
- Rx remedies represent a sales threat
- Only moderate interest in allergy patch; rubs not perceived as effective for colds

This Report covers remedies that can be purchased over the counter without a prescription to relieve symptoms of colds, flu, allergies, sore throat, coughs, and congestion. For the purposes of this Report, Mintel has used the following definitions:

- Cold, flu, and sinus remedies, including tablets, capsules, liquids, powders, and hot drinks for treating cold/flu and/or nasal and chest congestion. Nasal remedies include nasal strips and aspirators.
- Cough/throat remedies, including cough/sore throat drops and cough syrups/sore throat liquids medicine.
- Allergy remedies, including tablets, capsules, liquids, powders, and nasal sprays.

Sales of herbal and homeopathic medicines are discussed in this Report, including sales data from SPINS covering natural-channel supermarkets.

However, the market size is not inclusive of all herbal and homeopathic remedies used for treatment of cough, cold, flu, and allergy medicines, in part because many natural supplements are not labeled for specific medical conditions. The market size does cover sales of those herbal and homeopathic brands, such as Zicam, that are most likely to be found in mainstream retailers and can be identified as intended for use for the conditions discussed in this Report.

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DID YOU KNOW?

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

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