

OTC Analgesics and Cold and Flu Remedies - UK - April 2016

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“Overall, OTC analgesics and cold and flu remedies have enjoyed strong sales growth in recent years. However, media headlines over the marketing of some branded analgesics could see a shift towards cheaper own-label alternatives, whilst cold and flu brands need to foster a preparative approach to better insulate sales against the ebb and flow of virus experience.”

– Jack Duckett, Consumer Lifestyle Analyst

This report looks at the following areas:

- Nurofen hit by negative press
- Insulating sales in the cold and flu market

The overarching OTC analgesics and cold and flu remedies market enjoyed growth in value sales in 2015, bolstered by investment in product launch activity and advertising, as well as benefiting from the underperformance of the seasonal flu vaccine in winter 2014/15.

However, flu vaccine levels returned to normal for winter 2015/16, whilst negative media headlines in relation to the marketing of leading brand Nurofen may result in a move towards lower cost own-label analgesics. This suggests that a focus on product development for painkillers is needed to drive interest and trading up in coming years, whilst a focus on preparing consumers for cold and flu season could also help to keep the market in growth.

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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

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Cold and flu relief remedies

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