

Cough, Cold, Flu and Allergy Remedies - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"US sales of OTC cough, cold, flu, and allergy remedies have had healthy growth for the past few years, yet slowed from 2015-16. Mintel expects growth to continue on a slow and steady pace as consumers continue to rely on OTC remedies to relieve the symptoms of colds, flu, or allergies."

- **Marissa Gilbert, Senior Health & Wellness Analyst**

This report looks at the following areas:

- Overall OTC cough, cold, flu, and allergy market slows
- Mainstream children's medications decline, while natural grows
- Young adults, a key consumer, most willing to forgo OTC medication when sick

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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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