

## OTC Analgesics and Cold and Flu Remedies - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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"The British population is facing a health crisis – it is getting older, more overweight and a growing culture of ‘presenteeism’ is resulting in many employees placing additional stress and strain on their bodies when rest and recuperation is what’s needed."

**- Hera Crossan, Research Analyst**

This report looks at the following areas:

- **People won't slow down to get well**
- **NHS 'crisis' provides an opportunity for OTC brands and pharmacies**
- **Own-label continues to undermine value growth**

The OTC (over-the-counter) analgesics and cold and flu remedies market contracted slightly in 2017 (-0.5% to £1.25 billion), as consumers continued to make the switch to own-label versions. However, buoyed by challenges to NHS services, the market is projected to return to growth in 2018 (+0.5% to £1.26 billion).

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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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The facts

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The facts

The implications

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Topical analgesics see 3% value growth

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Women more likely to experience pain

Paracetamol the leading oral analgesic

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Wraps enjoy a younger age profile

31% prepared for pain

Women drive experience of colds...

...whilst flu experience is driven by young men

Oral cold and flu remedies most chosen

Too busy to take care

Own-label products trusted

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