

## Cough, Cold, Flu and Allergy Remedies - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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Total sales for the cough, cold, flu, and allergy remedy market reached \$9.5 billion in 2017, a 6.2% increase from 2016. The start to a record-breaking flu season has already driven an 8.7% increase in the cold and sinus remedies segment, fueled by sales of flagship, multi-functional brands such as Mucinex, Vicks, and Tylenol.

This report looks at the following areas:

- **Emphasis on value can limit market growth, constrain profit margins**
- **Some ailment sufferers are not engaged in prompt treatment**

The majority of consumers have experienced an ailment within the past 12 months, and seek easy-to-use, accessible, and effective remedies – mainly OTC medications – to treat symptoms. Private label and natural remedies are showing heightened growth, while consumers are prioritizing value and convenience when shopping for ailment remedies.

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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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New drug could limit flu duration, potentially remedy sales

## The Consumer – What You Need to Know

Illnesses are widespread

OTC medications, rest are most common treatment methods

Trust in private label is universal

Price and convenience steer purchase location choice

Tactics encourage consumers to proactively stock up on remedies

Natural remedy concerns are relatively low, but some still doubt

Most are engaged in treating symptoms; some delay or forego

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