

## OTC Analgesics and Cough, Cold and Flu Remedies - UK - May 2019

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

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“There remains significant potential yet to be realised within the topical analgesic segment, particularly if brands can focus on differentiating their products more clearly from oral pain relief products.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

- **Potential still exists for topical analgesics**
- **Holistic approaches could offer growth**

The OTC (over-the-counter) analgesics and cold and flu remedies market grew at a below-inflation rate in 2018, up by 1% to £1.28 billion, as the category relied on analgesics for growth. The factors driving this low growth rate – commoditisation of products, deep discounting, low NPD (New Product Development), cuts to advertising budgets, the rise of own-label products – now seem to be structural to the market.

However, there remains significant potential yet to be realised within the topical segment, particularly if topical analgesics can focus on differentiating their products more clearly from oral pain relief products. In addition, given the consumer trend towards looking at health more holistically, brands in this space can also look to develop new products to diversify their focus away from remedies into prevention and recovery.

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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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- Expense a barrier for topicals
- Homemade remedies popular with parents
- Painkillers taking the place of cold and flu remedies

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Painkillers taking the place of cold and flu remedies

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