

Children's OTC Products - UK - August 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

Key findings:

Key issues covered in the analysis

- By 2014, it is estimated that there will be 11.9 million children aged 0-15. That's almost half a million more than there are in 2009.
- Almost 29 million adults are parents of children under the age of 16. More than three quarters of them buy medicine or healthcare products for their children that have been recommended to them.
- More than 13 million parents have bought medicine or medicated products in the last 12 months for their children.
- As far as 3 million parents are concerned, a child's health is priceless. These parents buy whatever works regardless of price.
- There is a ready supply of children's medicines in the bathroom cabinets of 14 million parents.
- 8 million parents buy children's medicine and medicated products at the supermarket - almost 4 million more than those who buy them from the local pharmacy.

Scope of the report

For the purposes of this report children are defined as those under the age of 16. This report covers the market for children's medicine or medicated products including products that remedy:



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