

Children's OTC and Healthcare Products - UK - August 2011

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"When buying medicines for their children, parents are more likely to stick with the remedies and brands that are known to work, compared to when buying products for themselves. Parents are less willing to trial new products on their child in case they prove not to work. Thus established children's OTC brands such as Calpol will have fewer problems in attracting parents to new types, formats and variants which are introduced".

– Ricky Lakhani, Personal Care Analyst

In this report we answer the key questions:

- What impact has the recent change to MHRA regulations had on the children's OTC and healthcare market?
- What impact has RB's acquisition of SSL International's OTC brands had on market shares in the children's OTC and healthcare market?
- What factors are most important to parents when choosing OTC and healthcare products for their child?
- How do attitudes towards OTC medication differ when adults buy for themselves as opposed to when buying for their children?

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