

Cold, Flu and Allergy Remedies - US - April 2013

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"While sales of OTC cold, flu, and allergy products have increased, the category faces several challenges, such as sales of private label brands as well as natural alternatives eroding market share of OTC products."

– Emily Krol, Health and Wellness analyst

In this report we answer the key questions:

- Across the board in OTC remedies, there has been an increase in private label sales—both as a reaction to Johnson & Johnson recalls and as a cost saving measure in light of the recession. How will continued growth in private label sales affect this market?
- How can brands appeal to consumers through marketing efforts and product form developments?
- How are in-store clinics at drug stores and mass merchandisers affecting the market of OTC cold, flu, and allergy remedies?

Despite a mild 2011-12 cold and flu season, a more severe 2012 allergy season helped to increase sales of cold, flu, and allergy remedies 4% from 2011-12. Due to the severity of the 2012-13 cold and flu season, Mintel forecasts that sales of OTC cold, flu, and allergy remedies will continue to climb, reaching \$7.1 billion by 2017, without adjusting for inflation. As a result of the increased cost of healthcare and prevalence of those without health insurance, Americans are self-diagnosing and treating their symptoms, which bodes well for OTC products.

However, product recalls and a desire for more natural remedies has consumers seeking alternative choices to traditional OTC remedies. Sales of both private label brands and homeopathic/herbal remedies have increased, which may encroach on the market of OTC cold, flu, and allergy remedies in the future. Additionally, the wide availability of the flu vaccine can help to curb incidence of influenza, driving down the need for OTC flu remedies.

This report will provide readers with a sense of what is happening in the market of cold, flu, and allergy remedies. The relationship between demographic shifts and product consumption will be explored, as well as consumption behavior and attitudes. Readers will learn about consumer stockpiling habits and decision making processes. Concerns and threats to the market of OTC cold, flu, and allergy remedies will also be explored.

The report presents major brand advertising strategies, and makes recommendations to marketers in this category. New innovations in the cold, flu, and allergy market are also presented. Readers will gain a sense of how to best target products to those who suffer from these ailments.

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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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Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Sales data
 Consumer survey data
 Advertising creative
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

The market

Figure 1: Total U.S. sales and fan chart forecast of cold, flu, and allergy remedies, at current prices, 2007-17

Segment snapshots

Figure 2: Total U.S. retail sales of cold, flu, and allergy remedies, by segment, at current prices, 2010 and 2012

Market factors

Demographics

Figure 3: Population, by age, 2008-18

Figure 4: Cold, flu, and allergies suffered past 12 months, by age, December 2012

Figure 5: Population, by race and Hispanic origin, 2013-18

Figure 6: Ailments suffered past 12 months, use of OTC products to treat cold, flu, or allergies, by race/Hispanic origin, December 2012

Retailers

Figure 7: Total U.S. retail sales of cold, flu, and allergy remedies, by channel, at current prices, 2012

Key players

Figure 8: MULO sales of cold, flu, and allergy remedies, by leading companies, 2012 and 2013

Opportunities

The consumer

Treating ailments

Figure 9: Use of OTC products to treat cold, flu, or allergies, by age, December 2012

Information sources

Figure 10: Cold, flu, allergy remedy information sources, December 2012

Product attributes

Figure 11: Importance of cold, flu, and allergy product attributes, December 2012

Interest in remedy formats

Figure 12: Interest in remedy formats, December 2012

What we think

Issues in the Market

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How can brands appeal to consumers through marketing efforts and product form developments?

Figure 13: Examples of allergy relief and decongestive, cough, cold, and flu relief product launches in Asia Pacific, 2012-13

How are in-store clinics at drug stores and mass merchandisers affecting the market of OTC cold, flu, and allergy remedies?

Insights and Opportunities

Retail locations

Shopping and delivery

In-store support

Food

Bundles of opportunities

Figure 14: Kleenex Care Pack, 2013

Trend Applications

Trend: Factory Fear

Trend: Transumers

Mintel Futures: Access Anything, Anywhere

Market Size and Forecast

Key points

OTC cold, flu, and allergy market expected to continue growth

Sales and forecast of cold, flu, and allergy products

Figure 15: Total U.S. retail sales and forecast of cold, flu, and allergy remedies, at current prices, 2007-17

Figure 16: Total U.S. retail sales and forecast of cold, flu, and allergy remedies, at inflation-adjusted prices, 2007-17

Fan chart forecast

Figure 17: Total U.S. sales and fan chart forecast of cold, flu, and allergy remedies, at current prices, 2007-17

Market Drivers

Key points

Incidence of ailments

Colds

Flu

Figure 18: Google flu trends, 2011-13

Allergies

Demographics

Age

Figure 19: Ailments suffered past 12 months, by age, December 2012

Figure 20: Population, by age, 2008-18

Ethnicity

Figure 21: Population, by race and Hispanic origin, 2008-18

Figure 22: Ailments suffered past 12 months, by race/Hispanic origin, December 2012

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Presence of children

Figure 23: Households, by presence of own children, 2002-12

Geography

Figure 24: Cold, flu, allergies suffered past 12 months, by region, December 2012

Incidence of flu shot

Figure 25: Had a flu shot, by age, December 2012

Competitive Context

Prescription products

Home remedies

Homeopathic/herbal remedies

Figure 26: Attitudes toward all-natural remedies, by ways treated cold, flu, or allergies, December 2012

Figure 27: MULO sales of cold, allergy, and sinus liquids, by leading companies, 2012 and 2013

Private label brands

Figure 28: Attitudes toward private label remedies, by age, December 2012

Segment Performance

Key points

Tablets continue to dominate market...

Figure 29: Frequency of remedies, by mean number of times used, August 2011-August 2012

...but sales of liquids increasing

Sales of cold, flu, and allergy products, by segment

Figure 30: Total U.S. retail sales of cold, flu, and allergy remedies, by segment, at current prices, 2010 and 2012

Price increases helped to fuel sales of tablets and liquids

Figure 31: Average cost of cold, flu, and allergy remedies based on MULO sales, 2012

Segment Performance—Tablets

Key points

Allergies are fueling growth of tablets

Figure 32: Product example of cold, flu, and allergy tablets

Sales and forecast of cold, flu, and allergy tablets

Figure 33: Sales and forecast of cold, flu, and allergy tablets, at current prices, 2007-17

Segment Performance—Liquids/Powders

Key points

New product introductions fuel growth of liquids/powders

Figure 34: Product example of cold, flu, and allergy liquids/powders

Sales and forecast of cold, flu, and allergy liquids and powders

Figure 35: Sales and forecast of cold, flu, and allergy liquids/powders, at current prices, 2007-17

Segment Performance—Nasal Products

Key point

Product innovation could spur nasal products segment

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Figure 36: Product example of cold, flu, and allergy nasal products

Sales and forecast of cold, flu, and allergy nasal products

Figure 37: Sales and forecast of nasal products, at current prices, 2007-17

Retail Channels

Key points

Drug stores continue to make up majority of retail sales

Figure 38: Total U.S. retail sales of cold, flu, and allergy remedies, by channel, at current prices, 2010-12

Drug stores main remedy channel...

Figure 39: CVS website screenshot

...though other channels on the rise

Supermarkets struggle to keep pace

Sales of cold, flu, and allergy remedies, by retail channel

Figure 40: U.S. sales of cold, flu, and allergy remedies, at current prices, by retail channel, 2007-12

Retail Channels—Spotlight on Natural Supermarkets

Key points

Sales of cold, flu and allergy remedies in the natural channel

Figure 41: Natural supermarket sales of cold, flu and allergy remedies, at current prices, 2010-12

Figure 42: Natural supermarket sales of cold, flu and allergy remedies, at inflation-adjusted prices, 2010-12

Natural channel sales of cold, flu, and allergy remedies, by type

Figure 43: Natural supermarket sales of cold, flu and allergy remedies, by type, 2010 and 2012

Figure 44: Natural supermarket sales of cold, flu, and allergy remedies, by segment, 2010 and 2012

Leading natural channel brands

Leading Companies

Key points

Johnson & Johnson back on top as category leader

Private label brands make up one third of market

Manufacturer sales of cold, flu, and allergy products

Figure 45: MULO sales of cold, flu, and allergy remedies, by leading companies, 2012 and 2013

Brand Share—Cold, Allergy, Sinus Tablets

Key points

Johnson & Johnson pulls ahead of Merck & Co.

Manufacturer sales of cold, allergy, and sinus tablets

Figure 46: MULO sales of cold, allergy, and sinus tablets, by leading companies, 2012 and 2013

Brand Share—Cold, Allergy, and Sinus Liquids

Key points

DayQuil and NyQuil continue to be leader in liquids/powders

Liquid remedies popular for children

Manufacturer sales of cold, allergy, sinus liquids

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Figure 47: MULO sales of cold, allergy, and sinus liquids, by leading companies, 2012 and 2013

Brand Share—Nasal Products

Key points

Nasal products continue to decline

Manufacturer sales of nasal products

Figure 48: MULO sales of nasal products, by leading companies, rolling 52-weeks 2012 and 2013

Brand Usage and Preference

Key points

Benadryl most used brand

Figure 49: Brands of cold, allergy, and sinus remedies used, by gender and age, August 2011-August 2012

Children's Tylenol most used brands for kids

Figure 50: Brands of children's cough/cold products used, August 2011-August 2012

Limited brand loyalty in OTC cold, flu, allergy products

Figure 51: Brand preferences for cold, flu, and allergy products, by gender, December 2012

Lower income households are brand loyal

Figure 52: Brand preferences for cold, flu, and allergy products, by household income, December 2012

Light users more likely to be brand loyal

Figure 53: Brand preferences for cold, flu, and allergy products, by repertoire of OTC remedy, December 2012

Innovations and Innovators

Key points

Number of product introductions slow for both allergy and cold/flu remedies

Figure 54: Number of allergy relief and decongestive, cough, cold, and flu relief product launches, 2007-12

Allergy products

Slightly more brand name than private label product introductions

Figure 55: Share of branded/private label allergy product launches, 2007-12

New product introductions target children, consumers seeking fast-acting products

Figure 56: Allergy products launched, by top claims, 2007-12

Decongestive, cough, cold, and flu products

Increase in number of private label introductions

Figure 57: Share of branded/private label decongestive, cough, cold, and flu relief product launches, 2007-12

New product introductions target children

Figure 58: Decongestive, cough, cold, and flu relief products launched, by top claims, 2007-12

Opportunity to introduce new flavors

Figure 59: Top 10 flavors of decongestive, cough, cold, and flu relief products launched, 2007-12

Marketing Strategies

Overview

Figure 60: Advertising spending for select cold, flu, and allergy remedies, 2011

Mine is better than yours

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Figure 61: Tylenol, "Overachiever," 2012

Figure 62: Alka-Seltzer, "Unflu Yourself," 2013

Figure 63: Vick's, "Relief," 2012

Illustrating product features (fast acting, strength)

Figure 64: Claritin, "Power Through," 2012

Getting cold, flu, and allergy suffers back on their feet

Figure 65: Mucinex Print ad

Figure 66: DayQuil/NyQuil Print ad

Figure 67: Vicks, "Superman," 2012

Athletic endorsements

Figure 68: Vicks, "DayQuil/NyQuil," 2013

Figure 69: DayQuil/NyQuil Print ad

Social Media

Key points

Key social media metrics

Figure 70: key brand metrics, cold, flu and allergy remedies brands, March 2013

Market overview

Brand usage and awareness

Figure 71: usage and awareness of selected cold, flu and allergy remedies brands, December 2012

Interaction with brands

Figure 72: Interaction with selected cold, flu and allergy remedies brand, December 2012

Online conversations

Figure 73: Percentage of consumer conversation by selected cold, flu and allergy remedies brands, Feb. 5, 2013-March 4, 2013

Figure 74: Online mentions, selected cold, flu and allergy remedies brands, percent of daily mentions, by day, Feb. 5, 2013-March 4, 2013

Where are people talking about cold, flu and allergy remedies brands?

Figure 75: Mentions by page type, selected cold, flu and allergy remedies brands, Feb. 5, 2013-March 4, 2013

What are people talking about online?

Figure 76: Mentions by type of conversation, selected cold, flu and allergy remedies brands, Feb. 5, 2013-March 4, 2013

Figure 77: Major areas of discussion surrounding cold, flu and allergy remedies brands, percent of daily mentions, by day, Feb. 5, 2013-March 4, 2013

Figure 78: Major areas of discussion surrounding cold, flu and allergy remedies brands, by page type, Feb. 5, 2013-March 4, 2013

Brand analysis

NyQuil

Figure 79: NyQuil key social media indicators, march 2013

Key online campaigns

What we think

Mucinex

Figure 80: Mucinex key social media indicators, March 2013

Key online campaigns

What we think

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Alka-Seltzer Plus

Figure 81: Alka-Seltzer Plus key social media indicators, March 2013

Key online campaigns

What we think

Claritin

Figure 82: Claritin key social media indicators, March 2013

Key online campaigns

What we think

Zyrtec

Figure 83: Zyrtec key social media indicators, March 2013

Key online campaigns

What we think

Allegra

Figure 84: Allegra key social media indicators, March 2013

Key online campaigns

What we think

Treating Ailments

Key points

OTC remedies most common way to treat cold, flu, allergies

Figure 85: Use of OTC products to treat cold, flu, or allergies, December 2012

Increase usage among younger cold/allergy sufferers

Figure 86: Use of OTC products to treat cold, flu, or allergies, by age, December 2012

Lower income households less likely to use OTC products

Figure 87: Use of OTC products to treat cold, flu, or allergies, by age, December 2012

Figure 88: Agreement with attitudes toward health treatments, by household income, December 2012

Determining How to Treat Ailments and Getting Information

Key points

Prior experience determines how to treat ailments

Figure 89: Ways to determine how to treat cold, flu, or allergies, December 2012

Figure 90: Cold, flu, allergy remedy information sources, December 2012

Younger men need guidance...

...while online may be best way to reach younger women

Figure 91: Ways to determine how to treat cold, flu, or allergies, by gender and age, December 2012

Create campaigns that target different age cohorts

Figure 92: Cold, flu, allergy remedy information sources, by age, December 2012

Those with children more likely to turn to experts

Figure 93: Ways to determine how to treat cold, flu, or allergies, by presence of children in household, December 2012

Figure 94: Cold, flu, allergy remedy information sources, by presence of children in household, December 2012

Figure 95: Ways to determine how to treat cold, flu, or allergies, by gender and presence of children in household, December 2012

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Figure 96: Cold, flu, allergy remedy information sources, by gender and presence of children in household, December 2012

Product Format

Key points

Opportunity for less invasive product formats

Figure 97: Interest in remedy formats, December 2012

Figure 98: Allergy relief and decongestive, cough, cold, and flu relief product launches, by format, 2012

Make remedies easier for older consumers to take

Figure 99: Remedy formats not used but would be interested in trying, by age, December 2012

Alternative remedy formats appealing to those without children

Figure 100: Remedy formats not used but would be interested in trying, by presence of children in household, December 2012

Usage of children's remedies

Figure 101: Physio Logic Fever-Bugz Stick-On Fever Indicators

Figure 102: Children's cough/cold products usage, by age, August 2011-August 2012

Figure 103: Types of children's cough/cold products used, August 2011-August 2012

Product Attributes

Key points

Remedies need to relieve symptoms quickly

Figure 104: Cold, flu, and allergy product attributes, December 2012

Women seek out lower prices

Figure 105: Importance of cold, flu, and allergy product attributes, by gender, December 2012

Younger remedy users want it all

Figure 106: Importance of cold, flu, and allergy product attributes, by age, December 2012

Brand loyal users look to ingredients

Figure 107: Importance of cold, flu, and allergy product attributes, by brand preferences for cold, flu, and allergy products, December 2012

Attitudes Toward OTC Remedies

Key points

Help ailment sufferers to rest, and remind them to stock up on products

Dr. Mom is prepared

Figure 108: Attitudes toward cold, flu, and allergy products, by gender, December 2012

Help younger consumers rest AND give them energy

Figure 109: Attitudes toward cold, flu, and allergy products, by age, December 2012

Figure 110: Formulas of cold, allergy, and sinus remedies, by age, August 2011-August 2012

Figure 111: Airborne Plus Energy Natural Citrus Flavored Immune Support Supplement Drink

Parents are armed and ready for cold, flu, and allergy season

Figure 112: Attitudes toward cold, flu, and allergy products, by gender and presence of children in household, December 2012

Race and Hispanic Origin

Key points

Incidence of flu higher among other ethnicities

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Figure 113: Robitussin online ad

Figure 114: Use of OTC products to treat cold, flu, or allergies, by race/Hispanic origin, December 2012

Determining how to treat ailments

Figure 115: Ways to determine how to treat cold, flu, or allergies, by race/Hispanic origin, December 2012

Figure 116: Cold, flu, allergy remedy information sources, by race/Hispanic origin, December 2012

Attitudes toward OTC remedies

Figure 117: Attitudes toward cold, flu, and allergy products, by race/Hispanic origin, December 2012

Attributes sought in remedies

Figure 118: Importance of cold, flu, and allergy product attributes, by race/Hispanic origin, December 2012

Brand loyalty is prevalent

Figure 119: Brand preferences for cold, flu, and allergy products, by race/Hispanic origin, December 2012

Figure 120: Select attitudes toward remedies, by race/Hispanic origin, December 2012

Consumer Segmentation

Figure 121: Target clusters, December 2012

Cluster 1: Follow Doctor's Orders

Demographics

Characteristics

Opportunity

Cluster 2: Illness Prone

Demographics

Characteristics

Opportunity

Cluster 3: Home Remedy Healers

Demographics

Characteristics

Opportunity

Cluster characteristic tables

Figure 122: Ailments suffered past 12 months, by target clusters, December 2012

Figure 123: Use of OTC products to treat cold, flu, or allergies, by target clusters, December 2012

Figure 124: Ways to determine how to treat cold, flu, or allergies, by target clusters, December 2012

Figure 125: Cold, flu, allergy remedy information sources, by target clusters, December 2012

Figure 126: Attitudes toward cold, flu, and allergy products, by target clusters, December 2012

Figure 127: Brand preferences for cold, flu, and allergy products, by target clusters, December 2012

Figure 128: Attitudes toward remedies, by target clusters, December 2012

Figure 129: Importance of cold, flu, and allergy product attributes, by target clusters, December 2012

Figure 130: Remedy formats used, by target clusters, December 2012

Figure 131: Remedy formats not used but would be interested in trying, by target clusters, December 2012

Figure 132: Had a flu shot, by target clusters, December 2012

Figure 133: Agreement with attitudes toward health, by target clusters, December 2012

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Cluster demographics

Figure 134: Target clusters, by demographic, December 2012

Cluster methodology

IRI/Builders—Key Household Purchase Measures

Cold/allergy/sinus liquids—U.S.

Cold/allergy/sinus tablets

Consumer insights on key purchase measures—cold/allergy/sinus tablets

Brand map

Figure 135: Brand map, selected brands of cold/allergy/sinus tablets, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 136: Key purchase measures for the top brands of cold/allergy/sinus tablets, by household penetration, 2012*

Cold/allergy/sinus liquids

Consumer insights on key purchase measures—cold/allergy/sinus liquids

Brand map

Figure 137: Brand map, selected brands of cold/allergy/sinus liquids, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 138: Key purchase measures for the top brands of cold/allergy/sinus liquids, by household penetration, 2012*

Appendix—Other Useful Consumer Tables

Brand preference

Figure 139: Brand preferences for cold, flu, and allergy products, by attitudes toward cold, flu, and allergy products (Part 1), December 2012

Figure 140: Brand preferences for cold, flu, and allergy products, by attitudes toward cold, flu, and allergy products (Part 2), December 2012

Treating ailments

Figure 141: Use of OTC products to treat cold, flu, or allergies, by gender and age, December 2012

Determining how to treat cold, flu, or allergies

Figure 142: Cold, flu, allergy remedy information sources, by household income, December 2012

Figure 143: Cold, flu, allergy remedy information sources, by employment status, December 2012

Figure 144: Ways to determine how to treat cold, flu, or allergies, by repertoire of OTC remedy, December 2012

Information sources

Figure 145: Cold, flu, allergy remedy information sources, by gender and age, December 2012

Figure 146: Brand preferences for cold, flu, and allergy products, by cold, flu, allergy remedy information sources (Part 1), December 2012

Figure 147: Brand preferences for cold, flu, and allergy products, by cold, flu, allergy remedy information sources (Part 2), December 2012

Attitudes toward OTC remedies

Figure 148: Attitudes toward cold, flu, and allergy products, by cold, flu, allergy remedy information sources, December 2012

Figure 149: Attitudes toward cold, flu, and allergy products, by cold, flu, allergy remedy information sources, December 2012

Figure 150: Read ingredient labels, by education, December 2012

Product attributes

Figure 151: Importance of cold, flu, and allergy product attributes, by household income, December 2012

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Figure 152: Importance of cold, flu, and allergy product attributes, by attitudes toward cold, flu, and allergy products, December 2012

Figure 153: Importance of cold, flu, and allergy product attributes, by attitudes toward cold, flu, and allergy products, December 2012

Attitudes toward remedies

Figure 154: Attitudes toward remedies, by gender and age, December 2012

Figure 155: Attitudes toward remedies, by household income, December 2012

Product introductions

Figure 156: Allergy products launched, by claim, 2007-12

Figure 157: Decongestive, cough, cold and flu relief products launched, by claim, 2007-12

Appendix—Social Media

Brand usage or awareness

Figure 158: Brand usage or awareness, December 2012

Figure 159: Zyrtec usage or awareness, by demographics, December 2012

Figure 160: Claritin usage or awareness, by demographics, December 2012

Figure 161: Mucinex usage or awareness, by demographics, December 2012

Figure 162: Allegra usage or awareness, by demographics, December 2012

Figure 163: NyQuil usage or awareness, by demographics, December 2012

Figure 164: Alka-Seltzer Plus usage or awareness, by demographics, December 2012

Interaction with brands

Figure 165: Interaction with selected cold, flu and allergy remedy brands, December 2012

Figure 166: Zyrtec—Interaction with selected brand, by demographics (Part 1), December 2012

Figure 167: Zyrtec—Interaction with selected brand, by demographics (Part 2), December 2012

Figure 168: Claritin—Interaction with selected brand, by demographics (Part 1), December 2012

Figure 169: Claritin—Interaction with selected brand, by demographics (Part 2), December 2012

Figure 170: Mucinex—Interaction with selected brand, by demographics (Part 1), December 2012

Figure 171: Mucinex—Interaction with selected brand, by demographics (Part 2), December 2012

Figure 172: Allegra—Interaction with selected brand, by demographics (Part 1), December 2012

Figure 173: Allegra—Interaction with selected brand, by demographics (Part 2), December 2012

Figure 174: NyQuil—Interaction with selected brand, by demographics (Part 1), December 2012

Figure 175: NyQuil—Interaction with selected brand, by demographics (Part 2), December 2012

Figure 176: Alka-Seltzer Plus—Interaction with selected brand, by demographics (Part 1), December 2012

Figure 177: Alka-Seltzer Plus—Interaction with selected brand, by demographics (Part 2), December 2012

Online conversations

Figure 178: Percentage of consumer conversation by selected cold, flu and allergy remedies brands, February 5, 2013-March 4, 2013

Figure 179: Online mentions, selected cold, flu and allergy remedies brands, percent of daily mentions, by day, Feb. 5, 2013-March 4, 2013

Figure 180: mentions by page type, selected cold, flu and allergy remedies brands, Feb. 5, 2013-March 4, 2013

Figure 181: Mentions by type of conversation, selected cold, flu and allergy remedies brands, Feb. 5, 2013-March 4, 2013

Figure 182: Major areas of discussion surrounding cold, flu and allergy remedies brands, percent of daily mentions, by day, Feb. 5, 2013-March 4, 2013

Figure 183: Major areas of discussion surrounding cold, flu and allergy remedies brands, by page type, Feb. 5, 2013-March 4, 2013

Appendix—SymphonyIRI Builders Panel Data Definitions

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SymphonyIRI Consumer Network Metrics

Appendix—Trade Associations

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