

Analgesics - US - July 2013

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“Product recalls from major brands have plagued the market for OTC analgesic remedies, causing consumers to turn to private label brands, external ways to treat pain, and alternative remedies. Brands can consider various new product innovations as well as using social media to connect with consumers.”

– Emily Krol, Health and Wellness Analyst

In this report we answer the key questions:

- How to help brands differentiate from private label products
- Limited category brand innovation
- Consumers concerned about using orally ingested products
- Internal analgesic liquids experience very low penetration and sales/market share. How can brands increase usage of this format?

Despite more than eight in 10 respondents experiencing pain within the past six months, sales of OTC internal and external analgesics are expected to increase only 2% from 2012-13. Limited growth in this market can be attributed to more people choosing alternative ways to treat their pain.

However, the growing market of an aging population bodes well for the market of OTC analgesics, as does the prevalence of people with obesity. Both of these demographic groups over index for arthritis, and in turn require pain medications. Furthermore, the prevalence of stress, especially among women, increases the likelihood of experiencing headaches and back pains, bodes well for the market. A return to shelf of [Johnson & Johnson](#) brands Tylenol and Motrin, as well as [Novartis AG](#)'s Excedrin will cause both store brands and other competitors to vie for consumer loyalty.

This report will help readers to understand consumer usage of OTC internal and external analgesics by demographics. It will also reveal levels of brand loyalty illustrate consumer interest in private label brands. The report also compares consumer preferences for OTC internal vs. external analgesics, and whether there is an opportunity for a combination remedy that offers immediate and long-lasting relief. Readers of the report will understand how product recalls have impacted the market of internal and external analgesics.

The report also analyzes marketing strategies of major players within the OTC analgesics market, as well as product innovations and trends. Readers of the report will gain valuable insights and recommendations which can be applied to growing the category of OTC analgesics.

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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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