

The Private Label Healthcare Consumer - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Improving financial situations could see people go back to branded products, after using lower-priced private label products during tough economic times. Growth of private label is therefore reliant on competitive pricing and innovations, in both product and packaging."
– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Improving financial situations may be switching consumers back to branded
- Young people are buying fewer private label healthcare products than older people
- Advertising of private label healthcare products is limited

The private label healthcare market saw little growth in value in the post-recession years, likely down to consumers not wanting to take a chance in this category. However, as retailers increased their product offerings and consumers became increasingly aware of active ingredients in categories such as analgesics, the market has seen strong growth in recent years. The biggest contributors to the size of the market have been analgesics and cold/flu remedies, with first aid and vitamins and supplements showing a high share for own-label products as a total of each market.

This report looks at the value of the private label healthcare market, as well as a segment-by-segment breakdown of the year to March 2014. This report also explores consumer attitudes towards private label and branded healthcare products, as well as purchase of and reasons for buying private label products.

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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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