

Children's OTC - UK - March 2014

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"The market has been impacted by parental reluctance to treat their child without professional help as well as reduced innovation. Encouraging parents to treat their children at home, by offering better advice, as well as raising their confidence in brands by better engaging with them using social media could encourage product usage."
– Roshida Khanom, Senior OTC and Personal Care Analyst

This report looks at the following areas:

- What impact has the level of parents seeking professional help had on the market?
- Where do opportunities in product innovation lie?

The children's OTC market has shown little growth in the last five years, despite the baby boom and the rising population of under-15s. The market grew by 1% in 2013. This has been largely driven by parental reluctance to treat their children without professional help, often taking free prescription remedies over OTC remedies, as well as reduced innovation in the market. Media scares have also helped to drive parental reluctance, with 2013 showing a media spotlight on product recalls and additives in children's OTC products.

The market is predicted to continue to show little change, unless brands respond by encouraging confidence in parents, be it in home diagnosis and product usage or in brands and products, despite media scares. Product innovation can also boost the market, with three in ten parents showing interest in products with dosing tools. Own-label has performed well in 2013, growing in value despite only 7% of parents agreeing that they use own-label remedies.

This report focuses in children's ailments, such as cold and flu, pain and allergies, as well as treatments used by parents. It also explores interest in new products, and parents' attitudes towards children's sickness.

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