

Cough, Cold, Flu and Allergy Remedies - US - April 2014

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“Despite increasing sales, the cough, cold, flu, and allergy market is up against several challenges. Most consumers seek to prevent getting sick, lessening the need for remedies to treat their ailments. Additionally, it is difficult to predict the severity of a given cold or flu season. Providing ways to help consumers get the exact product to fit their needs can help to increase brand loyalty.”

– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- Does consumers changing approach to health present an opportunity for product expansion?
- How can brands get sufferers to try new products when most know how to treat ailments from prior experience?
- How can brands capitalize on the growth of homeopathic/natural products?

Recent severe cold, flu, and allergy seasons have helped to lift sales of remedies to treat these ailments. Additionally, Nasacort became available without a prescription in early 2014, which could boost future sales of nasal products to treat allergies.

A desire for more natural remedies has consumers seeking alternative choices to traditional OTC (over the counter) cough, cold, flu, and allergy remedies. Sales of both private label brands and homeopathic/herbal remedies have increased, which may encroach on traditional OTC remedies in the future. Awareness of the importance of getting a flu vaccine has grown, thanks to heavy marketing support.

This report will explore consumer attitudes toward and use of products that treat cough, cold, flu, and allergy symptoms. Purchasing habits – such as stocking up on remedies when products are on sale – will be also explored, along with consumer behaviors to prevent illness.

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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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