

Cough, Cold, Flu and Allergy Remedies - US - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“OTC manufacturers of cough, cold, flu, and allergy remedies have built-in demand: there is no shortage of cold, flu, and allergy sufferers. While providing relief is important, further investment should be made in finding more effective remedies and in promoting methods for reducing the transmission of infection.”
– Marissa Gilbert, Health and Wellness Analyst

This report looks at the following areas:

- Does the OTC industry grow only when Americans are sick?
- How can suppliers maximize appeal to adults aged 25-34?
- How can product recalls and abuse be avoided?

Sales of cough, cold, flu, and allergy remedies reached almost \$8 billion in 2014, an increase of 16% between 2009 and 2014. Sales growth was driven by particularly severe flu seasons in 2012/13 and by the successful prescription-to-OTC launch of Nasacort in 2014. Mintel expects growth to continue on a slow and steady pace between 2014 and 2019 due to another prescription-to-OTC launch – that of Flonase in 2015 – and continued difficult flu and allergy seasons.

This report builds on the analysis presented in Mintel's Cough, Cold, Flu, and Allergy – US, April 2014, as well as Mintel's Cold, Flu and Allergy Remedies – US, April 2013, and the 2011, 2007, 2005, and 2002 reports of the same title. Additional historic reports including Mintel's Cough and Throat Remedies – US, May 2012, and May 2010, as well as Cough, Cold and Sore Throat Remedies – US, May 2009, and Cough and Throat Remedies – US, May 2008, February 2006, and Allergies and Allergy Remedies – US, February 2009 will also serve as a basis for this report.

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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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The issues

The implications

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Consumer Healthcare Product Association (CHPA)

Chain Drug Marketing Association (CDMA)

Drug, Chemical & Associated Technologies

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