

## Gastrointestinal Remedies - UK - May 2016

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“Sales of gastrointestinal remedies have surged in recent years as consumers have become increasingly aware of their diet and digestive health. However, along with a growing awareness of health issues comes a greater desire to treat illness through dietary changes rather than reaching for medications, which is a challenge for the market in years to come.”

– Jack Duckett, Consumer Lifestyles Analyst

### This report looks at the following areas:

- Driving usage through preparatory purchases
- Stimulating growth through brand extension
- Digital educational initiatives

This Report analyses the market for all types of indigestion and stomach remedies available over the counter, which together constitute the gastrointestinal (GI) remedies market.

The five main categories are as follows:

#### Indigestion/heartburn remedies

range from simple antacids such as Rennie or wind relief such as Setlers or Wind-eze to more potent medication such as Gaviscon or Zantac.

#### Laxatives

relieve constipation and work in one of several ways, either by introducing fibre to the bowel, stimulating the bowel or softening stools.

#### Anti-diarrhoeals

are usually opiate-based to slow down the movement of waste through the bowel, and/or contain kaolin to add bulk to waste and neutralise bacteria. This segment also includes rehydrating solutions, or electrolyte solutions, which replace the fluid and salts lost when suffering from diarrhoea.

#### Stomach upset remedies

, for example, Alka-Seltzer or Andrews, relieve general nausea and settle the stomach.

#### IBS

(Irritable Bowel Syndrome) products provide symptomatic relief for the spasms and bloating which are typical of IBS. Many of these products, such as Colpermin, are based on peppermint oil, which is naturally soothing for gastrointestinal problems.

This Report covers only over-the-counter (OTC) (non-prescription) medication, defined by the Proprietary Association of Great Britain as being:

*“Specifically designed to treat the symptoms of common, minor and self-limiting ailments that do not require a medical diagnosis.”*

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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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## Table of Contents

### Overview

- What you need to know
- Products covered in this Report

### Executive Summary

- GI remedies market enjoys strong value sales growth
  - Figure 1: Best- and worst-case forecast of UK value sales of gastrointestinal remedies, 2010-20
- Launch activity tumbles
  - Figure 2: New product launches in the gastrointestinal remedies market, by launch type, 2012-15
- Treating GI health issues
  - Figure 3: Experience of gastrointestinal health problems and treatments used, February 2016
- Stress proves leading cause of GI health problems
  - Figure 4: Factors contributing to experience of GI problems in the last 12 months, February 2016
- Controlling GI problems with diet
  - Figure 5: Attitudes towards treating GI health problems, February 2016
- GI preparation limited
  - Figure 6: Attitudes towards GI remedies, February 2016
- What we think

### Issues and Insights

- Driving usage through preparatory purchases
  - The facts
  - The implications
- Stimulating growth through brand extension
  - The facts
  - The implications
- Digital educational initiatives
  - The facts
  - The implications

### The Market – What You Need to Know

- GI remedies market enjoys strong value sales growth
- Indigestion remedies drive market growth
- Supermarkets and chemists dominate sales
- Baby boom slows
- GI prescriptions continue to rise
- Healthy eating boom
- Indigestion remedies linked to dementia

### Market Size and Forecast

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## GI remedies market enjoys strong value sales growth

Figure 7: UK retail value sales of gastrointestinal remedies, at current and constant prices, 2010-20

## Innovation could boost category

Figure 8: Best- and worst-case forecast of UK value sales of gastrointestinal remedies, 2010-20

## Segment Performance

### Indigestion remedies drive market growth

Figure 9: UK retail value sales of gastrointestinal remedies, by segment, 2014-15

### Sales of IBS remedies continue to grow

## Channels to Market

### Supermarkets and chemists dominate sales

Figure 10: UK retail value sales of gastrointestinal remedies, by outlet type, 2014-15

### Discounters continue to grow share

## Market Drivers

### Ageing population

Figure 11: Trends in the age structure of the UK population, 2010-20

### Baby boom slows

Figure 12: Trends in the number of live births, England and Wales, 2004-14

### GI prescriptions continue to rise

Figure 13: Number of gastrointestinal prescription items dispensed, 2009-14

### War on sugar

Figure 14: Daily added (free) sugar intake, by age, UK, rolling programme 2008-12

### Healthy eating gathers more momentum

### Foreign travel declines in 2015

Figure 15: UK residents' visits abroad, by month, December 2013-December 2015

### Indigestion remedies linked to dementia

## Key Players – What You Need to Know

### Own-label continues to claw share from independent brands

### Launch activity tumbles

### Brands continue to grow share of NPD

### Botanical claims signal shift towards natural

### Pfizer launches Nexium Control product

### Exploring alternative advertising channels

## Market Share

### Own-label continues to claw share from independent brands

Figure 16: UK retail value sales of gastrointestinal remedies, by brand, years ending January 2015 and 2016

### Gaviscon dominates value sales

## Launch Activity and Innovation

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## Launch activity tumbles

Figure 17: New product launches in the gastrointestinal remedies market, by launch type, 2012-15

## Ingestible remedies dominate GI market

Figure 18: New product launches in the gastrointestinal remedies market, by format type, 2012-15

## Brands continue to grow share of NPD

Figure 19: New product launches in the gastrointestinal remedies market, branded vs own-label, 2012-15

## Botanical claims signal shift towards natural

### Brand Communication and Promotion

#### Boom in advertising spend

Figure 20: Total above-the line, online display and direct mail advertising expenditure on gastrointestinal remedies, 2012-15

#### Alternative advertising channels

Figure 21: Total above-the line, online display and direct mail advertising expenditure on gastrointestinal remedies, by media type, 2012-15

#### Reckitt Benckiser leads adspend in GI category

Figure 22: Total above-the line, online display and direct mail advertising expenditure on gastrointestinal remedies, by top 10 advertisers, 2012-15

#### Nielsen Ad Intel coverage

### Brand Research

#### Brand map

Figure 23: Attitudes towards and usage of selected brands, March 2016

#### Key brand metrics

Figure 24: Key metrics for selected brands, March 2016

#### Brand attitudes: Gaviscon scores highly for quality

Figure 25: Attitudes, by brand, March 2016

#### Brand personality: Rennie suffers "tired" brand image

Figure 26: Brand personality – Macro image, March 2016

#### Boots Pharmaceuticals seen as classic

Figure 27: Brand personality – Micro image, March 2016

#### Brand analysis

##### Gaviscon enjoys almost universal awareness

Figure 28: User profile of Gaviscon, March 2016

##### 83% would recommend Imodium

Figure 29: User profile of Imodium, March 2016

##### Boots Pharmaceuticals proves most trusted brand

Figure 30: User profile of Boots Pharmaceuticals, March 2016

##### Rennie brand could benefit from product innovation

Figure 31: User profile of Rennie, March 2016

##### Senokot proves less well known

Figure 32: User profile of Senokot, March 2016

##### Opportunities for Buscopan to shed niche image

Figure 33: User profile of Buscopan, March 2016

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## The Consumer – What You Need to Know

- Experience of GI health issues
- Young adults turn to diet to fix their GI issues
- Stress proves leading cause of GI health problems
- 16-24s most prone to viral gastrointestinal ailments
- Further opportunities for food education
- Responsibility for buying GI remedies
- GI preparation limited
- Branded vs own-label
- GI education

## Experience of GI Ailments and Treatments Used

- Experience of GI health issues  
Figure 34: Experience of gastrointestinal health problems in the past 12 months, February 2016
- Experience by age  
Figure 35: Experience of gastrointestinal health problems in the past 12 months, by age, February 2016
- Women more likely to experience GI issues  
Figure 36: Experience of gastrointestinal health problems, by gender, February 2016
- Treating GI health issues  
Figure 37: Experience of gastrointestinal health problems and treatments used, February 2016
- Young adults turn to diet to fix their GI issues  
Figure 38: Proportion of adults using diet to treat experience of gastrointestinal health problems, by age, February 2016

## Factors Contributing to Experience of GI Problems

- Stress proves leading cause of GI health problems  
Figure 39: Factors contributing to experience of GI problems in the last 12 months, February 2016
- Over a quarter of sufferers cite poor diet as a cause  
Figure 40: Proportion of adults citing "poor diet" as a cause of GI problems in the last 12 months, by gender and age, February 2016
- Young adults prove most prone to viral gastrointestinal ailments  
Figure 41: Proportion of adults who cite a virus as a factor behind their experience of GI problems in the last 12 months, by age, February 2016

## Attitudes towards Treating GI Problems

- Controlling GI problems with diet  
Figure 42: Attitudes towards treating GI health problems, February 2016
- A natural approach  
Figure 43: Attitudes towards treating GI health problems (continued), February 2016
- Boosting trust in exercise as a remedy  
Figure 44: Attitudes towards exercise to treat GI health problems, February 2016

## Shopping for GI Remedies

- Responsibility for buying GI remedies  
Figure 45: Proportion of adults who have bought GI remedies in the last 12 months, by gender, February 2016

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## Purchase channel

Figure 46: Channels used to purchase GI remedies in the last 12 months, February 2016

## General Attitudes towards GI Remedies

### GI preparation limited

Figure 47: Attitudes towards accessibility of GI remedies, February 2016

### Encouraging young adults to stock up on GI remedies

Figure 48: Selected attitudes towards GI remedies, by age, February 2016

### Branded vs own-label

Figure 49: Attitudes towards selecting GI remedies, February 2016

### GI education

Figure 50: Attitudes towards treating GI issues, February 2016

## Appendix – Data Sources, Abbreviations and Supporting Information

### Abbreviations

Consumer research methodology

Forecast methodology

Brand research

Brand map

Correspondence analysis

## Appendix – The Market

Figure 51: UK retail value sales of gastrointestinal remedies, by segment, 2013-15

## Appendix – Key Players

### Indigestion remedies

Figure 52: UK retail value sales of indigestion remedies, by brand, years ending January 2015 and 2016

### Anti-diarrhoeals

Figure 53: UK retail value sales of diarrhoea remedies, by brand, years ending January 2015 and 2016

### Laxatives

Figure 54: UK retail value sales of laxatives, by brand, years ending January 2015 and 2016

### Stomach upset remedies

Figure 55: UK retail value sales of stomach upset remedies, by brand, years ending January 2015 and 2016

### Irritable bowel syndrome remedies

Figure 56: UK retail value sales of IBS remedies, by brand, years ending January 2015 and 2016

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