

## Cough, Cold, Flu and Allergy Remedies - UK - May 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“A need to power through at work not only increases demand for products that can alleviate the symptoms of coughs and colds, but also helps spread those coughs and colds through the workplace, whilst climate change and exposure to a wider range of exotic ingredients are impacting on allergy rates.”

– **Lucy Cornford, Category Director – Personal Care**

This report looks at the following areas:

- Powering through colds and flu
- Modern life and allergies

The value of the cough, cold, flu and allergy relief market increased by 5% to £720 million in 2016, as UK employees turned to the category to help them power through illness.

In order to maintain growth, cold and flu brands need to ensure they are fending off the threat of own-label remedies, or even the use of paracetamol/ibuprofen. Within the allergy segment, building awareness and guidance around the treatment of allergies amongst a younger audience is key to increasing value.

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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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