

Children and Health - US - February 2018

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"Illness is prevalent among children, as 97% of children younger than 12 experienced some type of illness symptom in the past year."

- Marissa Gilbert, Senior Health & Wellness Analyst

This report looks at the following areas:

- The number of potential customers is declining, restraining market growth
- Mainstream brands struggle with parents' shifting attitudes toward health remedies
- Some parents lack the confidence in treating their children
- An OTC medication is not all parent's first go-to

Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) children's health products market has continued to grow despite recent moderate flu seasons and a declining number of US households with children. When it comes to illness, parents will spend on products to help their children feel better, and many are seeking out natural remedies and free-from formulations as safer alternatives to mainstream medications.

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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

Definition

Executive Summary

The issues

The number of potential customers is declining, restraining market growth

Figure 1: Total US retail sales and fan chart forecast of OTC children's health products, at current prices, 2012-22

Mainstream brands struggle with parents' shifting attitudes toward health remedies

Figure 2: Attitudes toward natural products and ingredient safety of children's OTC medications, November 2017

Some parents lack the confidence in treating their children

Figure 3: Methods of caring for sick children, by parents who know how to make child feel better, November 2017

An OTC medication is not all parent's first go-to

Figure 4: Usually try OTC medication first when child gets sick, by parent's age, November 2017

The opportunities

Moms are command central when it comes to children's health

Figure 5: Managing children's wellness, by parent's gender, November 2017

Free-from options are important

Figure 6: Perceptions of free-from children's medication, November 2017

The frequency of ailments should inform brand's formats and packaging

Figure 7: Average occurrence of illness symptoms children experienced in the past year, November 2017

What it means

The Market – What You Need to Know

Children's health products market is stable; continued growth projected

Convenience drives purchase location; retailers can offer parents more

Most kids have health insurance coverage, some get the flu shot

Unavoidable common illnesses positively impact market sales

Number of US households with children dropping, effecting sales growth

Obesity in children negatively impacts all aspects of their wellness

Market Size and Forecast

Consistent market growth tied to the regularity of children's ailments

Figure 8: Total US retail sales and fan chart forecast of OTC children's health products, at current prices, 2012-22

Figure 9: Total US retail sales and forecast of OTC children's health products, at current prices, 2012-22

Market Breakdown

Convenience drives purchase location; retailers can offer parents more

Figure 10: Total US retail sales of children's health products, by channel, at current prices, 2015 and 2017

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Market Perspective

Most kids have health insurance which improves access to care

Figure 11: Types of medical treatment and vaccinations, by children with health insurance coverage, November 2017

Half of kids get the flu shot

Figure 12: Children's health insurance coverage, wellness visitation, and vaccination, November 2017

Market Factors

Kids get sick often

Figure 13: Frequency of any illness symptom experienced in the past year, November 2017

Severity of a flu season impacts children's health product sales

Figure 14: Seasonal flu severity, 2010-17

One in five school-age boys is considered obese

Figure 15: Prevalence of obesity among US children aged 2-11, by gender, 2015-16

The consumer base for children's health products is shrinking

Figure 16: Households, by presence of own children, 2007-17

Figure 17: US annual births, 2004-16

Key Players – What You Need to Know

J&J's pain relievers are the go-to; free-from claims offer growth

Gut health remedies gaining momentum

Familiar formats make health remedies more fun for kids

Natural remedies challenge some mainstream brands

Children's allergy market is crowded

Teething tablet recall casts a shadow on Hyland's baby products

A coordinated effort can clear out little noses

Become part of the nighttime routine

More kid-friendly content to help kids cope

What's Working?

J&J's pain relievers are the go-to; free-from claims offer segment growth

Figure 18: Multi-outlet sales of select children's pain relief remedies, rolling 52 weeks 2016 and 2017

Parents are seeking natural cough relief

Figure 19: Multi-outlet sales of select children's cough remedies, rolling 52 weeks 2016 and 2017

Gut health remedies gaining momentum

Figure 20: Multi-outlet sales of select children's probiotic supplement brands, rolling 52 weeks 2016 and 2017

Pedialyte and rehydration are synonymous; digestive benefits growing

Figure 21: Multi-outlet sales of baby electrolytes, by leading brands, rolling 52 weeks 2016 and 2017

Kid-friendly lollipops make getting sick suck less

What's Struggling?

The commonness of a cold isn't enough to bring in sales

Figure 22: Multi-outlet sales of select liquid/tablet cold remedy brands, rolling 52 weeks 2016 and 2017

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Children's allergy tablet sales dip amid nasal introductions

Figure 23: Multi-outlet sales of select children's allergy tablet brands, rolling 52 weeks 2016 and 2017

Hyland's teething recall casts a shadow on brand's baby products

Figure 24: Multi-outlet sales of Hyland's children's remedies, rolling 52 weeks 2016 and 2017

Figure 25: Multi-outlet sales of select children's oral pain relief remedies, rolling 52 weeks 2016 and 2017

Fickle kids, parent's interest in natural challenge mainstay VMS brands

Figure 26: Multi-outlet sales of select children's VMS, rolling 52 weeks 2016 and 2017

What's Next?

Little noses need clearing; nasal brands offering suite of relief

Figure 27: Multi-outlet sales of select sinus remedies, rolling 52 weeks 2016 and 2017

Baby chest rubs, part of a nighttime routine

More kid-friendly content to help kids cope

The Consumer – What You Need to Know

Parents have a lot to manage; children's development is most important

Parents rely on the health advice from others

Moms are central to managing children's health, dads play a part

Kids get sick, and get sick often

Parents' confidence in caring for their sick children could be bolstered

Parents have medicine on hand; and rely on it first for treatment

Parents are drawn to free-from claims more than natural remedies

Wellness Priorities for Children

Parents prioritize developmental growth

Figure 28: Priorities for children's wellbeing, November 2017

Parents focus on one side of child's wellness: physical or cognitive

Figure 29: Priorities for children's wellbeing (any rank), by getting enough sleep, eating a well-balanced diet, getting exercise, and limiting screen time priority (any rank), November 2017

Figure 30: Priorities for children's wellbeing (any rank), by emotional wellbeing, self-confidence, and mental wellbeing priority (any rank), November 2017

Moms and dads have different priorities

Figure 31: Priorities for children's wellbeing (any rank), by parent's gender, November 2017

Parents' race and ethnicity influence priorities

Figure 32: Priorities for children's wellbeing (any rank), by race and Hispanic origin, November 2017

Sources for Health Information

A medical professional's guidance is essential to parents

Figure 33: Correspondence Analysis – Sources of health information for children, November 2017

Methodology

Parents of infants want information; see value in a variety of sources

Figure 34: Personal sources used for general health information for children, by child's age, November 2017

Figure 35: Valued sources of health information for children, by child's age, November 2017

Younger parents have a love/hate relationship with social media

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Figure 36: Perceptions of friends on social media as source for health information, by parent's age, November 2017

Managing Children's Wellness

Regular wellness visits are the norm; mom is the scheduler

Figure 37: Children go to regular wellness visits, by gender and race and Hispanic origin, November 2017

Vaccination adherence is far stronger than hesitations

Figure 38: Vaccination adherence and reservations perspective, by parent's gender, November 2017

Moms are the first line of care; but there's more to it...

Figure 39: Parent that takes care of sick kids, by gender, age, household income, and employment status, November 2017

Figure 40: Mom and dad take care of sick kids (net), November 2017

As kids get older, a healthy lifestyle for families gains importance

Figure 41: Healthy lifestyle is important, by parent's age, November 2017

Symptoms Children Experience

Kids experience common and recurring ailments

Figure 42: Frequency of specific illness symptoms children experienced in the past year, November 2017

Figure 43: Average occurrence of illness symptoms children experienced in the past year, November 2017

Older kids can describe nonvisual symptoms

Figure 44: Child experienced stomach ache, sore throat, or aches and pains in the past year, by child's age, November 2017

Digestive issues peak when toddlers transition to solid foods

Figure 45: Child experienced constipation, diarrhea, or rash in the past year, by child's age, November 2017

Caring for Sick Children

Just half of parents know how to help their sick child

Figure 46: Methods of caring for sick children, by parents who know how to make child feel better, November 2017

Asian and young parents most preemptive in treating oncoming illnesses

Figure 47: Parents give health remedies when child starts to get sick, by parent's age and race and Hispanic origin, November 2017

Few parents turn to home remedies to treat sick kids

Figure 48: Prefer to treat children's ailments with a home remedy, race and Hispanic origin, November 2017

Virtual health is gaining traction; pediatricians will be the key to use

Figure 49: Parents would consider a virtual doctor visit, November 2017

Figure 50: Perceptions of doctor/pediatrician, by parents who would consider a virtual doctor visit, November 2017

Treating with Children's Medication

Parents have medicine on hand; moms know where they are kept

Figure 51: Parents have medicine on hand for when kids get sick, by parent's gender and number of children, November 2017

Older parents rely on OTC meds first

Figure 52: Usually try OTC medication first when child gets sick, by parent's age, November 2017

Medication perceptions impact willingness to use OTCs

Figure 53: Usually try OTC medication first when child gets sick, by parents' attitudes toward medications, November 2017

Younger parents need help deciphering symptoms

Figure 54: Choose medication based on child's symptoms, by parent's age, November 2017

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Attitudes toward Children's Medication

Parents are drawn to free-from claims more than natural remedies

Figure 55: Perceptions of children's medication, by child's age, November 2017

Efficacy is important to parents

Figure 56: Perceptions of children's medication, by select perceptions of children's medication, November 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 57: Total US retail sales and forecast of children's health products, at inflation-adjusted prices, 2012-22

Figure 58: Total US retail sales of children's health products, by channel, at current prices, 2012-2017

Appendix – Key Players

Figure 59: Multi-outlet sales of children's health products, by segment, rolling 52 weeks 2016 and 2017

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