

# Children and Health - US - November 2019

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## This report looks at the following areas:

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. The future of the market will rely on parents' interest in multi-benefit products that address more specific, and trending, areas of their child's wellbeing.

- Shrinking market means brands have to think outside of their box
- Give guidance to gain parents' loyalty
- Parents relate to parents



"Illness is prevalent among children, as 76% of children younger than 12 have been sick in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness."

– Marissa Gilbert, Associate Director - Health & Wellness

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### THE CONSUMER – WHAT YOU NEED TO KNOW

- Kids get sick; parents share their germs and care
- Parents know what they need to do and are ready to treat ailments
- Parents have faith in OTC remedies
- Professional approval reassures choice, ingredients seal the deal
- Parents are supplementing their children’s diet for peace of mind
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