

# The Natural Health Consumer - US - 2021

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## This report looks at the following areas:

- How COVID-19 changed the way consumers think about and evaluate OTC products
- How to make natural products competitive with traditional OTC products
- Why education about natural products and ingredients is so critical
- Opportunities with key demographics, like parents

48% of consumers turn to natural OTC products because they are free from harmful ingredients, indicating that “natural” is just as much, if not more, about what is not included as it is about what ingredients are used. COVID-19 heightened this awareness about what ingredients are used in OTCs, presenting an opportunity for natural products to replace traditional products that may give consumers pause. Traditional OTCs are, and will remain, the biggest threat to natural products, with familiarity driving competition more than any other quality. Education, then, becomes the cornerstone to marketing efforts, which should include points about ingredients included and excluded.



“Natural health OTC products are uniquely positioned to reach consumers worried about the safety of traditional ingredients who also want to actively treat or prevent certain symptoms or illnesses. The barrier, however, is that many consumers do not know which products or ingredients are right for them, making traditional products the easier choice.”

– Michele Scott, Senior Analyst

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- **Environmental concerns a hidden opportunity**

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