

Managing Common Illness - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer usage of OTC cold, cough, flu and allergy products
- How illness prevention habits stunted market growth in light of COVID-19
- Allergy remedies as a bright spot in the category
- How tech-enabled solutions can expand reach with consumers
- Adoption of self-care positioning to provide support of holistic health needs

US retail sales for cold, cough, flu and allergy remedies are linked to the severity of the illness season and the spread of contagious germs. In 2020, the combination of lockdown measures to control the spread of COVID-19, social distancing and heightened illness prevention habits (eg hand washing, use of hand sanitizer, mask wearing) halted the spread of seasonal ailments, thus decreasing consumer reliance on OTC solutions for managing common illness. Brands have the opportunity to pivot marketing strategies as incidence of common illness may weaken in coming years.



“OTC cold, cough, flu and allergy remedies are facing a time of forced adaptation. The illness management market suffered significantly from 2020-21 due to increased illness prevention behaviors adopted by consumers.”

- **Andrea Wroble, Senior Research Analyst, Health and Wellness**

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