

# Children's OTC Products - UK - August 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

Key findings:

## Key issues covered in the analysis

- By 2014, it is estimated that there will be 11.9 million children aged 0-15. That's almost half a million more than there are in 2009.
- Almost 29 million adults are parents of children under the age of 16. More than three quarters of them buy medicine or healthcare products for their children that have been recommended to them.
- More than 13 million parents have bought medicine or medicated products in the last 12 months for their children.
- As far as 3 million parents are concerned, a child's health is priceless. These parents buy whatever works regardless of price.
- There is a ready supply of children's medicines in the bathroom cabinets of 14 million parents.
- 8 million parents buy children's medicine and medicated products at the supermarket - almost 4 million more than those who buy them from the local pharmacy.

## Scope of the report

For the purposes of this report children are defined as those under the age of 16. This report covers the market for children's medicine or medicated products including products that remedy:



### Mintel Oxygen - Quality market and consumer insight

Mintel Oxygen isn't just another source for market research data - it's your business guide towards successful growth and profitability.

Mintel Oxygen - All you need to know about your market:

- Opportunities and risks
- Product innovation
- Brand analysis
- Consumer trends
- Company profiles and analysis
- News and commentary
- Overviews, PowerPoint presentations, Search function

### Use Mintel Oxygen to:

- Gain fresh market insight every day
- Drive your business forward based on consumer trends
- Stand out in new business pitches
- Support your decision-making
- Validate your approach with solid data and expert opinion
- Benchmark competitive activity
- Monitor international developments

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call us on +44 (0)20 7606 6000.