

Allergies and Allergy Remedies - UK - February 2010

Report Price: £1500 / \$3000 / €2250



What is this report about?

The UK's £110 million market for allergy remedies stagnated in 2009, with value sales impacted more strongly than volume, thanks to price discounting. The market is also competing with improved awareness of allergies and allergen avoidance, which is fuelling a rise in anti-allergy bedding, vacuum cleaners and household cleaning products and detergents.

The recent recession has seen a shift in consumer purchasing towards value-for-money propositions. However they are still not prepared to compromise on performance, with instant relief formats driving value sales growth since 2007.

What have we found out?

- An estimated 21 million adults in the UK suffer from at least one allergy, with 10m suffering from more than one. Opportunities exist in the allergy testing sector as only half of sufferers have been medically diagnosed.
- A quarter of adults believe that nearly everyone claims to be allergic to something these days. In many ways, people like to be defined by their allergies, supporting the notion that allergies are a 'modern illness'.
- More than seven in ten allergy sufferers use medication to treat allergies. Instant relief products such as nasal sprays and eye drops are seeing the fastest growth, albeit from a small base.
- Under-35 year old adults are more likely to suffer from three or more allergies. Yet the people in this group are less likely to have their allergies diagnosed by a medical professional, instead identifying a number of most likely allergens themselves. As a result, they may wrongly believe that they are allergic to a number of things.
- Directly affected by their allergies, almost a third of allergy sufferers have had to change their lifestyle to reduce their allergic reactions.
- Although less than one in ten allergy sufferers choose to do nothing about their allergies, most will use a combination of avoiding allergy triggers and medicating symptoms.

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