

Children's OTC and Healthcare Products - UK - August 2012

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"Adopting a more holistic approach could give a good boost to the Children's OTC market. Providing parents with skills to offer their baby relief from symptoms of minor ailments such as colic, teething, and constipation will be key to expanding the children's OTC market. Independent healthcare companies could take a more interactive or advisory role rather than a prescriptive stance, to reassure parents and reduce current levels of dependency on GP services."

– **Alexandra Richmond, Head of Beauty and Personal Care**



In this report we answer the key questions:

- What are the factors influencing growth?
- Could companies be more innovative?
- Brand v own label – who is winning?
- Can retailers do more to encourage sales?

At £159 million, the value of the 2012 market for children's OTC remedies and healthcare is marginally down on 2010. The struggle to gain momentum bears witness to challenging trading conditions for healthcare companies targeting this industry.

This report looks at underpinning market forces (demographic shifts, the regulatory framework and the recession) along with manufacturer and retailer efforts to harness or mitigate them, such as product developments, marketing concepts and retailer initiatives.

Mintel also takes a view on the future of the market and which competing markets offer indicators of growth and trends.

For the purposes of this report children are defined as those under the age of 15.

This report covers the market for children's OTC and healthcare products, including remedies for the following ailments suffered by children:

- Cold and flu
- Fever and pain
- Head lice
- Allergies
- Nappy rash
- Teething pain
- Gastrointestinal upset (ie colic, diarrhoea, constipation)

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