

Analgesics - UK - June 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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"The analgesics market benefitted from the strong marketing and product innovation output in 2013, as well as a strong performance by the topical analgesics segment. However, a battle still remains as consumers increasingly seek cheaper own-label products over those produced by well-known brands, due to the value they offer."

– Jack Duckett, Personal Care Analyst

This report looks at the following areas:

- Opportunity to expand product innovation for headache relief
- Bolstering usage of OTC analgesics amongst men
- Combination packs could help offer stronger pain relief

The analgesics market (made up of oral, topical and paediatric analgesics) saw a significant increase in value sales in 2013. The rise in sales can be largely attributed to increased product launch activity and a higher level of investment in brand marketing.

Independent analgesics brands continue to be marginalised, as growing recognition of the same active ingredients being used in both branded and own-label products is leading to consumers actively seeking out lower cost, own-label alternatives. In 2013, the market also struggled against the high level of media attention paid to product recalls (particularly the paediatric analgesics segment); fears over painkiller overuse; and the long-term effect usage of analgesics has on the user's health.

This report looks at the core issues affecting the UK analgesics market: consumer usage habits; attitudes towards buying analgesics; what would motivate consumers to try new products; and which products consumers are interested in for future development.

Mintel also takes a view on the future of the market and what trends offer indicators for growth.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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