

## OTC Pediatrics - US - March 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“After a series of product recalls, the OTC pediatrics market appears to have fully recovered. However, the market faces a few challenges to growth, including a declining population of households with children, and a movement toward prevention rather than treatment. Manufacturers and retailers that can meet parents’ needs will be best positioned to maximize sales.”  
– Emily Krol, Health and Wellness Analyst

### This report looks at the following areas:

- Are the percentage of households with children declining?
- Will the growth of Black and Hispanic households affect OTC pediatrics market?
- How can brands use social media to connect with parents?

Illness is prevalent among children, as more than 85% of children younger than 12 experienced some type of ailment in the past year. Their lower immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness.

Despite a string of product recalls from a few high-profile brands, the OTC (over-the-counter) pediatrics market has continued to grow, fueled by the return to market of most top-selling brands. When it comes to illness, parents will spend on products to help their children feel better as quickly as possible.

This report explores parents’ attitudes toward children’s OTC medications, including private label and name brand medications. The report will also discuss opportunities for product innovation. Usage and attitudes toward children’s vitamins will also be presented.

This report builds on the analysis presented in Mintel’s OTC Pediatrics – US, August 2012, as well as the November 2010 and October 2008 report of the same title.

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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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