

## OTC Analgesics and Cold and Flu Remedies - UK - May 2015

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

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“The lower level of immunisation offered by the 2014 seasonal flu jab and a surge in interest in topical analgesics helped to drive sales in the overarching OTC analgesics and cold and flu remedies market for the year. The maturity of both segments and the product loyalty exhibited by consumers means that developing completely new formats and concepts is likely to be very difficult.”

– Jack Duckett, Personal Care Analyst

### This report looks at the following areas:

- Broadening usage of cold and flu remedies
- Opportunity to expand usage of heat/cooling patches

The overarching OTC analgesics and cold and flu remedies market enjoyed growth in value sales from 2013-14.

A significant portion of this growth can be attributed to the topical analgesics segment, which has benefitted from continued concern over ingredients, an increase in NPD, and a desire by consumers to target the source of pain more directly. In terms of the cold and flu market, an ineffective flu jab in 2014 also resulted in vastly improved sales of cold and flu relief as lapsed users returned to the category.

Strong brand loyalty and the maturity of the markets mean that companies need to focus on expanding product usage in order to help boost the market further. Indeed, encouraging use of topical remedies for targeted pain relief and developing products for those who can often be excluded from taking some oral remedies (ie diabetics and flu vaccine recipients) is likely to be beneficial.

This report explores the different types of pain and cold/flu ailments that people suffer from, and how they look to treat these. In addition, this report investigates people's perceptions of different remedy formats, factors influencing them to use certain types of treatment, and interest in future product developments.

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