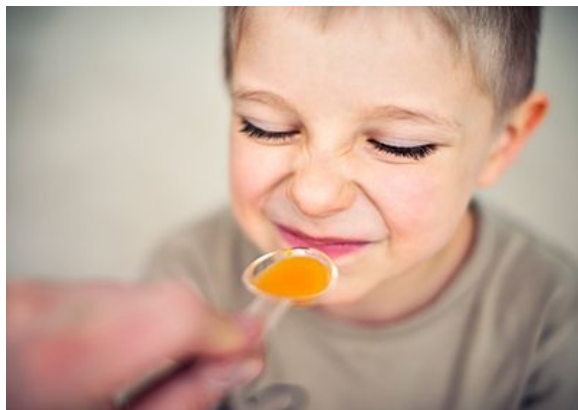


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“The children’s OTC healthcare market has benefited somewhat in recent years from the baby boom of 2010-12, but value is now slipping into decline. Growing pressures on the NHS could help provide some respite, with parents looking to the category to fill the gap left by a limiting of its NHS Minor Ailments Scheme and a shortage of GP appointments.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

Brands that offer expert guidance and support to parents with poorly children are therefore likely to gain favour, whilst the formulation of remedies with more familiar and reassuring ingredients lists could help alleviate safety concerns over product content and function.

- **Alleviating pressure on parents**
- **A growing focus on the safety profile of ingredients**

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