

Cough, Cold, Flu and Allergy Remedies - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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Total sales for the cough, cold, flu, and allergy remedy market reached \$9.5 billion in 2017, a 6.2% increase from 2016. The start to a record-breaking flu season has already driven an 8.7% increase in the cold and sinus remedies segment, fueled by sales of flagship, multi-functional brands such as Mucinex, Vicks, and Tylenol.

This report looks at the following areas:

- **Emphasis on value can limit market growth, constrain profit margins**
- **Some ailment sufferers are not engaged in prompt treatment**

The majority of consumers have experienced an ailment within the past 12 months, and seek easy-to-use, accessible, and effective remedies – mainly OTC medications – to treat symptoms. Private label and natural remedies are showing heightened growth, while consumers are prioritizing value and convenience when shopping for ailment remedies.

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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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The Consumer – What You Need to Know

Illnesses are widespread

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