

# Cough, Cold, Flu and Allergy Remedies - US - April 2019

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## This report looks at the following areas:

- Sales growth stalls for OTC remedies
- Concern for unwanted side effects of OTC medications
- Shifts in population challenge the market



"The majority of adults have experienced some kind of cold, cough, flu, allergy, or related symptom in the past 12 months. Over-the-counter remedies are the most common method for treating these ailments. Yet, after achieving growth from 2013-17, category sales softened in 2018. Mintel's forecast calls for a gain between 2018 and 2023 as a variety of treatment methods are adopted."

**Andrea Wroble, Research Analyst**  
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### What's included

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- Preventative care plays to quest for holistic health

### THE CONSUMER – WHAT YOU NEED TO KNOW

- Prevalence of cough, cold, flu, and allergies is common
- OTC remedies provide go-to solution for treatment
- Liquid, tablets, and hot beverages are preferred formats
- Adults take multi-pronged approach to treating ailments
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