

Managing Skin Conditions and Allergies - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Own-label, one-a-day allergy relief tablets look to have been a victim of their own success – driving down spend and purchase frequency. Indications are that allergies are rising, but the forecast for allergy relief remains bleak unless interest can be invigorated with alternative formats or enhanced product positioning.”

– **Lucy Cornford, Category Director – Health and Hygiene**

This report looks at the following areas:

- **From distress to de-stress in skin conditions**
- **Men have issues too**
- **The continued march of own-label allergy remedies**

Against a backdrop of rising allergy rates, impacted by rising levels of home hygiene, air pollution and environmental change, the value of the allergy remedies category is expected to fall by 3% in 2019 to £142 million (from £147 million in 2018). This reflects the growing impact of long-lasting - and ultra-cheap - allergy tablets from own-label brands and signifies that brands need to innovate in alternative formats if they are to see growth return.

45% of adults experienced at least one skin condition in the last year, with stress cited by many as a leading contributory factor to flare-ups, indicating a need for brands operating in the space to encompass anti-stress messaging in their proposition. A greater focus on myriad skin issues would also be a boost for the category, particularly when targeting men, though brands and retailers need to ensure these are more intuitive to locate in stores.

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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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