

OTC Pain Management: Incl Impact of COVID-19 - US - June 2020

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“During the COVID-19 pandemic, consumer wellbeing and day-to-day routines have been challenged. More adults staying home for their own safety may result in a less active population. Additionally, uncertainty about the future has increased feelings of stress and anxiety.”
– **Andrea Wroble, Senior Research Analyst, Health and Wellness**

This report looks at the following areas:

These physical and mental factors can cause heightened pain incidence among consumers. Prevalent pain will drive adults to seek relief from trusted OTC medications, supporting purchases of OTC pain remedies during and after pandemic times.

- The impact of COVID-19 on consumer behavior and the OTC pain management market
- Consumer loyalty isn't bound to brand name
- How routine changes and mental/emotional distress impact pain management
- Opportunity for OTC pain relievers to partner in illness management

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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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