

# Children's Healthcare: Inc Impact of COVID-19 - UK - October 2020

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## This report looks at the following areas:

- The impact of COVID-19 on the children's healthcare market.
- The value and forecast of the category, and the value of individual segments and brand performance in 2019.
- Launch activity and interest in children's healthcare products.
- Ailments experienced in the last 12 months and treatments sought.
- Purchase drivers and retailers used for children's OTC healthcare products.

The children's OTC category experienced value growth of 4% to £194 million in 2019, despite a decline in ailments experienced, suggesting that parents are continuing to invest in higher-priced, branded products. Indeed product quality is the most important purchase driver in this category, prioritised by 69% of parents.

The pandemic has impacted the rate of infectious and non-infectious ailments in 2020. Data in this Report from July 2020 shows that 45% of children suffered from a cold in the last 12 months, compared with 68% in 2017. School closures for much of the year as well as ongoing social distancing measures have reduced the rate of ailments.

As such, the use of OTC remedies has also declined with 39% of parents whose children have been sick having used a non-prescription remedy in 2020 compared with 54% in 2017. Pressure on the NHS has also seen fewer parents seek professional medical advice.

There are opportunities, however, for encouraging a more proactive approach to health as parents show interest in more preventative solutions. 40% are interested in products that strengthen the immune system while 36% are interested in products with added vitamins/minerals. This presents NPD opportunities in OTC products containing VMS, or cross-category collaborations.



"The children's healthcare category saw strong growth of 4% to £194 million in 2019, as parents prioritised quality and invested in higher-value branded remedies rather than own-label products. With the pandemic driving a focus on health and wellbeing, the category is set to continue to see strong value growth in 2020."

– Emilia Greenslade, Junior Research Analyst

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