

OTC Analgesics and Cough, Cold and Flu Remedies - China - November 2020

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“COVID-19 caused a temporary setback but also increased consumers’ awareness of keeping healthy. Based on legislative reform and developing new purchase channels, OTC cold and flu medicine companies need to rely on innovation in product format and marketing activities to convey functionality and target young consumers to achieve future growth.”

– **Laurel Gu, Category Director**

This report looks at the following areas:

- An overview of the trends in the retail OTC cough, cold and flu market in China
- The Impact of COVID-19 on how consumers treat coughs, colds and flu
- Popularity of different OTC cold and flu medicine brands and the consideration factors when consumers make their purchase
- Consumer usage behaviour of emerging on-demand online pharmacy retailing platforms

The OTC cold and flu medicine market grew steadily prior to the COVID-19 outbreak and was expected to see faster growth thanks to legislative reform and consumers becoming more sophisticated and keeping healthier lifestyles. However, the unexpected lockdown period and legislation restricting retail sales of OTC cold medicines had a negative impact on sales, especially during the first half-year of 2020. With the pandemic being brought under control and the development of on-demand delivery services, the market is expected to see a mild recovery in 2020-21.

Following the COVID-19 outbreak, the OTC cold and flu market is expected to see growth owing to legislative reform accelerating the innovation process of medicine companies. In addition, to drive the growth faster, companies need to invest more in product format innovation that caters to consumers’ diverse needs and market communication that delivers key messages of functionality in a way that can better resonate with young consumers.

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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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Table of Contents

Overview

- What you need to know
- Key Issues covered in this Report
- Report scope

Executive Summary

The market

Market sales drop due to the COVID-19 outbreak but consumers' attitude change will drive future growth

Figure 1: Short-, medium- and long-term impact of COVID-19 on OTC analgesics and cough, cold and flu remedies market, Sept 2020

OTC analgesic and cold and flu remedies sales are expected to pick up

Figure 2: Retail sales and forecast of OTC analgesics and antipyretics, cough, cold and flu, China 2015-25

Figure 3: Retail sales and forecast of OTC cold, cough and flu, China 2015-25

Figure 4: Retail sales and forecast of OTC analgesics and antipyretics, China 2015-25

Legislative reform, online-to-offline integration and knowledge increase are main drivers

Companies and brands

999 maintains leading position while Yiling grows fast

Figure 5: Retail value share of OTC cold and flu companies, 2018-2022 (est)

The consumer

Nasal issues and feeling tired are most recalled cold and flu symptoms

Figure 6: Cold and flu symptoms, July 2020

COVID-19 impact arouses consumers' attention towards health protection and treatment

Figure 7: COVID-19 impact, July 2020

Taking medicine for cold and flu is a common form of treatment

Figure 8: Treatment used, July 2020

999 Ganmaoling enjoys highest usage penetration

Figure 9: Medicine taken, medicine type, July 2020

Figure 10: Medicine taken, brand/product name name, July 2020

On-demand delivery service platforms are emerging popular sales channels

Figure 11: Purchase channel, July 2020

Functionality and convenience are most important choice factors

Figure 12: Choice factor, July 2020

What we think

Issues and Insights

Format innovations that meet consumers' needs will drive future growth

The facts

The implications

Figure 13: Example of NPD in OTC cough, cold and flu medicines – mini-gel and spray formats, UK, 2020

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Enriching and reinforcing functionality claims

The facts

The implications

Figure 14: Example of NPD in OTC cough, cold and flu medicines – products with immunity support, Canada and USA, Nov 2019

Figure 15: Example of Lianhua anti-virus products, October 2020

Continue marketing communication to reinforce branding and resonate with consumers

The facts

The implications

Figure 16: Example of 999 Ganmaoling marketing communication – high-waisted thermal underwear and noodles with chicken soup, Feb 2019 and Feb 2020

The Market – What You Need to Know

OTC cold and flu will see recovery from COVID-19 impact

Legislative reform and development of new purchasing channels will drive growth

Market Size and Forecast

Cold and flu OTC sales see negative impact from COVID-19 outbreak in 2020

Figure 17: Retail sales and forecast of OTC cold and flu, China 2015-25

Increasing consumers' awareness, legislative reform and emerging purchase channel drives future growth

Figure 18: Short-, medium- and long-term impact of COVID-19 on OTC analgesics and cough, cold and flu remedies market, Sept 2020

Market Factors

COVID-19 has negative impact on sales, but has changed consumers' attitudes towards OTC cold and flu

Registration policy speeds up new products launch

Consumers are not yet used to purchasing medicine online, but on-demand delivery grows fast

Consumers getting more familiar with online medical information channels

Market Segmentation

OTC cold, cough and flu maintains solid growth

Figure 19: Retail sales and forecast of OTC cold, cough and flu, China 2015-25

OTC analgesics and antipyretics expected to achieve considerable growth

Figure 20: Retail sales and forecast of OTC analgesics and antipyretics, China 2015-25

Key Players – What You Need to Know

China Resource Sanjiu maintains leading position, while Yiling grows fast

Leading companies focus on expanding portfolio, building awareness, and entering overseas market

More innovation, especially on format, leaves white space for future growth

Market Share

999 maintains leading position while Yiling grows fast

Figure 21: Retail value share of OTC cold and flu companies, 2018-2020 (est)

Competitive Strategies

Expanding product portfolio with major ingredients

Figure 22: Pudilan toothpaste introduction on ingredient, October 2020

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Figure 23: Lianhua Qingfei plant-based drink, October 2020

Continue investment in cross-over marketing to reinforce brand image

Figure 24: 999 TV Series collaboration with Qingyunian (a Chinese TV series), October 2020

Entering overseas market

Who's Innovating

China market overview

Global trends

Figure 25: Example of NPD in OTC cough, cold and flu medicines – spray and plug-in formats, UK, 2020

Figure 26: Example of NPD in OTC cough, cold and flu medicines – sleeping aid and immunity support, UK & New Zealand, 2020 & 2019

Figure 27: TikTok "Too Sick to be Sick" challenge campaign page, (captured) October 2020

The Consumer – What You Need to Know

Increased health consciousness since COVID-19

63% have used OTC for cold and flu treatment

Drug stores used the most while on-demand delivery grows fast

Functional claim is the most important choice factor

Cold and Flu Symptoms

Nasal issues and tiredness are most recalled issues

Figure 28: Cold and flu symptoms, July 2020

Females and parents recognise more symptoms

Figure 29: Cold and flu symptoms, by gender, July 2020

Impact of COVID-19

COVID-19 outbreak increases attention towards health and treatment among consumers

Figure 30: COVID-19 impact, July 2020

Parents and consumers aged 30-39 are willing to take more health supplements

Figure 31: COVID-19 impact, by age group, July 2020

Figure 32: COVID-19 impact, by household income level, July 2020

Figure 33: COVID-19 impact, by marital status, July 2020

Treatment Used

Nearly two thirds of consumers take medicine for cold and flu

Figure 34: Treatment used, July 2020

Females used more treatments for natural recovery

Figure 35: Treatment used, by gender, July 2020

Figure 36: Treatment used, by age group, July 2020

Respondents with cough issues are more likely to take medicines

Figure 37: Treatment used (netted), by symptom, July 2020

Figure 38: Treatment used – Took OTC Medicine, by symptom, July 2020

Those who don't take OTCs skewed to younger generations and prefer to exercise

Figure 39: Treatment used, by whether took medicine last time caught cold and flu, July 2020

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Medicine Brands Usage

Chinese medicine over Western medicine, and Ganmaoling the most favourable cold & flu medicine

Figure 40: Medicine taken, medicine type, July 2020

Figure 41: Medicine taken, brand/product name, July 2020

999 Ganmaoling and Gankang used by more 25-29s

Figure 42: Medicine taken, brand/product name, by age group, July 2020

TCM for stocking at home while Western medicines for instant treatments

Figure 43: Medicine taken, medicine type, by stocking preference after COVID-19 impact, July 2020

Purchase Channel

Drug store and counter are most frequently used channels

Figure 44: Purchase channel, July 2020

Younger generations and consumers with middle to high household incomes embrace on-demand delivery services

Figure 45: Purchase channel, by age group, July 2020

Figure 46: Purchase channel, by household income level, July 2020

Consumers rely on drug stores and on-demand services for immediate needs

Figure 47: Purchase channel, by whether took medicine last time caught a cold or flu, July 2020

Choice Factor

Functionality and convenience are most important

Figure 48: Choice factor, July 2020

Brand awareness is important to 30-39s and those with middle to high household incomes

Figure 49: Choice factor, very important, by age group, July 2020

Figure 50: Choice factor, very important, by household income level, July 2020

Medicine users pay more attention to offline convenience

Figure 51: Choice factor, somewhat important, by whether took medicine last time caught a cold or flu, July 2020

Meet the Mintropolitans

More MinTs sensed their symptoms last time they caught a cold or flu

Figure 52: Cold and flu symptoms, by consumer classification, July 2020

Significantly more MinTs will take health supplements to avoid getting cold and flu

Figure 53: COVID-19 impact, by consumer classification, July 2020

MinTs take multiple treatments when catching a cold

Figure 54: Treatment used, by consumer classification, July 2020

More MinTs purchased online

Figure 55: Purchase channel, by consumer classification, July 2020

MinTs pay greater attention to format

Figure 56: Choice factor, by consumer classification, July 2020

Appendix – Market Size and Forecast

Figure 57: Retail value sales and forecast of OTC cold and flu, China, 2015-25

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Appendix – Market Segmentation

Figure 58: Retail value sales and forecast of OTC analgesics/antipyretics, China, 2015-25

Figure 59: Retail value sales and forecast of OTC cold/cough/flu, China, 2015-25

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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