

Children and Health - US - 2022

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This report looks at the following areas:

- The impact of COVID-19 on managing children's health
- Driving factors for OTC buying habits
- Importance of children's overall health
- Finding balance between conventional and natural ingredients
- The increasing focus on children's mental health

Market sales remain strong, at \$3 billion, despite lingering pandemic uncertainty and rising inflation. Mintel predicts that the children's health market will grow 24% over the next 5 years, reaching \$3.6 billion. COVID-19 shifted parental perception of what their children's overall health and wellness looks like, with many taking a broader and preventative approach to children's health remedies. Moving forward, parents will focus on balancing natural ingredients with conventional medicinal ingredients with a proven track record of effectiveness in order to manage and maintain their children's overall health.

The children's health and wellness market has seen growth and recovery over the past year as parents adjusted to living with COVID-19. Despite continued supply chain disruption, consumers continue to stock up on health remedies for their children. There has also been a sizeable shift in attitudes toward health. Parents are taking a more proactive and preventative stance on health and wellness in light of the uncertainty that the future of the pandemic brings. Continued supply chain disruptions coupled with rising inflation has left parents less optimistic about their spending power, leading them to seek health remedies for their children that contain proven medicinal ingredients rather than experiment with natural ingredients that they're less familiar with. Brands have the opportunity to provide parents with a balance between natural remedies and traditional OTC remedies with proven results. As parents broaden their idea of what health and wellness for their children looks like, they will need health remedies that complement their children's overall health.



"The children's health category continues to have a wide reach, with approximately 74% of parents relying on OTC remedies and VMS products to maintain their children's health."

- Dorothy Kotscha, Health Analyst

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