

OTC Painkillers and Cold and Flu Remedies - UK - June 2012

Report Price: £1750 / \$2758 / €2087

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“Big OTC brands in the UK are working in stressed market conditions, as cash-strapped savvy consumers buy lower-priced alternatives based on key ingredients. Brands are already making significant strides to introduce innovative products, but they face tough times ahead as the economic background continues to put pressure on household budgets.”

– Jane Westgarth – Senior Market Analyst – Mintel

In this report we answer the key questions:

- Are consumers confident to self-medicate?
- Is own-label continuing to grow market share?
- How do brands feature in shaping choice of OTC medicines?
- What are the key strategies of the major brands?

This report covers the UK consumer market for OTC cold and flu remedies, cough remedies and decongestants, as well as OTC painkillers, comprising:

- cold remedies, for the treatment of colds, including capsules, tablets, syrups and liquids, powders for hot drinks, caplets and meltlets
- flu remedies, for the treatment of flu, including capsules, tablets, syrups and liquids, powders, hot drinks, caplets and meltlets
- decongestants, for the relief of stuffy, blocked-up nasal passages, available as embrocation or rub nasal inhalants and oral decongestants
- cough remedies, for the relief of coughing, available as syrups and liquids
- medicated confectionery for relief of sore throats, nasal congestion and coughing.

This report covers only over-the-counter (OTC), non-prescription medication.

The market definitions exclude certain other remedies, although some are mentioned briefly in the competitive analysis and elsewhere in the report, ie:

- homeopathic and other complementary medicines
- products to treat secondary complications of colds and flu such as vaporisers, steam facemasks or other hardware.

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