“A need to power through at work not only increases demand for products that can alleviate the symptoms of coughs and colds, but also helps spread those coughs and colds through the workplace, whilst climate change and exposure to a wider range of exotic ingredients are impacting on allergy rates.”

– Lucy Cornford, Category Director – Personal Care

This report looks at the following areas:

- Powering through colds and flu
- Modern life and allergies

The value of the cough, cold, flu and allergy relief market increased by 5% to £720 million in 2016, as UK employees turned to the category to help them power through illness.

In order to maintain growth, cold and flu brands need to ensure they are fending off the threat of own-label remedies, or even the use of paracetamol/ibuprofen. Within the allergy segment, building awareness and guidance around the treatment of allergies amongst a younger audience is key to increasing value.
Table of Contents

Overview
  What you need to know
  Products covered in this Report
  Excluded

Executive Summary
  The market
  Category benefits from healthy growth
  Figure 1: Best- and-worst-case forecast of UK value sales of cough, cold and flu relief, medicated confectionery and allergy remedies, 2011-21

  Companies and brands
  Lemsip retains lead for cold and flu remedies
  Figure 2: Retail value sales of cold and flu remedies, by brand, year ending February 2017

  Covonia extends market share of cough liquids
  Figure 3: Retail value sales of cough liquids, by brand, year ending February 2017

  Strepsils still a go-to for medicated confectionery
  Figure 4: Retail value sales of cough liquids, by brand, year ending February 2017

  Lack of strong players in allergy remedies benefits own-label
  Figure 5: Retail value sales of cough liquids, by brand, year ending March 2017

  Own-label brings true innovation back
  Figure 6: New product development in the cough, cold, flu and allergy remedies market, by sub-category, January 2014-March 2017

  The consumer
  Cold and flu rates rise
  Figure 7: Experience of coughs, colds and flu, and any usage of OTC remedies as treatment, in the last 12 months, January 2016 and March 2017

  Oral OTC remedies for colds and flu remain the most sought after
  Figure 8: Treatments sought for cold and flu ailments in the last 12 months, March 2017

  Mothers drive cold and flu experience amongst women
  Figure 9: Cold and flu symptoms experienced in the last 12 months, by gender, March 2017

  Consumers want cheap, effective cold and flu relief
  Figure 10: Barriers to using cough cold and flu remedies, March 2017

  Dedicated branded products lack appeal
  Figure 11: Behaviours towards cold and flu remedies*, March 2017

  Experience of non-food allergies stays consistent
  Figure 12: Experience and treatment of allergies in the last 12 months, March 2017

  Oral OTC in allergy relief preferred
  Figure 13: Treatments sought for allergies in the last 12 months, March 2017

  Respiratory-related symptoms of allergies most common
  Figure 14: Allergy symptoms experienced in the last 12 months, March 2017

  Young adults go online for information about allergies
Issues and Insights

Powering through colds and flu
The facts
The implications
Modern life and allergies
The facts
The implications

The Market – What You Need to Know

A market in growth
Cold and flu relief drive growth
‘Other’ channels benefit from price focus
Flu jab limits growth...
...but prescription changes could benefit cold and cough brands

Market Size and Forecast

Market benefits from healthy growth...
Figure 17: UK retail value sales of cough, cold and flu relief, medicated confectionery and allergy remedies, at current and constant prices, 2011-21
...which is expected to continue
Figure 18: Best- and-worst-case forecast of UK value sales of cough, cold and flu relief, medicated confectionery and allergy remedies, 2011-21
Forecast methodology

Market Segmentation

Cold and flu relief drives value growth
Figure 19: UK retail value sales of OTC cough, cold, flu and allergy remedies, by segment, 2015 and 2016

Channels to Market

‘Other’ channels benefit from price focus
Figure 20: UK retail value sales of OTC cough, cold, flu and allergy remedies, by outlet type, 2015 and 2016

Market Drivers

The ageing population poses a challenge
Figure 21: Trends in the age structure of the UK population, 2011-21
Flu jab extension could be a further threat to the category
Figure 22: Total fertility rate (TFR) and number of live births, England and Wales, 2009-14

A need to keep working
Figure 23: Employment and unemployment, by gender, 2011-21

Rising self-employment increases the incentive to work through a cold
Dietary boost
Figure 24: Vitamins taken in the last 12 months, by frequency, June 2016

Better health through improved diet
NHS England eyes cuts to cold remedy prescriptions
Allergies are on the rise

Companies and Brands – What You Need to Know
Lemsip dominates sales of cold and flu remedies
Lack of players in allergy remedies benefits own-label
Own-label brings true innovation back
Raising the appeal of OTC remedies
Investment in advertising grows
Out-of-season approach could be lucrative

Market Share
Lemsip retains lead for cold and flu remedies
Figure 25: Retail value sales of cold and flu remedies, by brand, years ending February 2016 and 2017

Night Nurse and Day & Night Nurse outperform the broader market

Covonia extends market share of cough liquids
Figure 26: Retail value sales of cough liquids, by brand, years ending February 2016 and 2017

Strepsils still a go-to for medicated confectionery
Figure 27: Retail value sales of medicated confectionery, by brand, years ending February 2016 and 2017

Jakemans benefiting from a distinctive positioning
Lack of strong players in allergy remedies benefits own-label
Figure 28: Retail value sales of allergy remedies, by brand, years ending March 2016 and 2017

Launch Activity and Innovation
Own-label brings innovation back
Figure 29: New product development in the cough, cold, flu and allergy remedies market, by launch type, January 2014-March 2017
Figure 30: Examples of own-label new variety/range extension launches in the cough, cold, flu and allergy remedies market, 2016
Figure 31: New product development in the cough, cold, flu and allergy remedies market, branded vs own-label, January 2014-March 2017

Market lacks an NPD leader
Figure 32: New product development in the cough, cold, flu and allergy remedies market, by top ultimate companies, 2016

Cold, flu and allergy relief drive NPD
Figure 33: New product development in the cough, cold, flu and allergy remedies market, by sub-category, January 2014-March 2017
Figure 34: Examples of new product launches in the cough, cold, flu and allergy remedies market, 2016

NPD for non-ingested remedies continues to grow
Figure 35: New product development in the cough, cold, flu and allergy remedies market*, by format, January 2014-March 2017

Drug-driving laws could affect NPD
Figure 36: Examples of non-ingested launches in the cough, cold, flu and allergy remedies market, 2017

Raising the appeal of OTC remedies

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"Natural ingredients" is a common claim, despite consumer scepticism

Figure 38: Examples of new product launches featuring botanical/herbal ingredients in the cough, cold and flu market, 2016

Advertising and Marketing Activity

Investment in advertising grows

Figure 39: Recorded above-the-line, online display and direct mail advertising expenditure on cough, cold and allergy remedies, January 2014-March 2017
Figure 40: Recorded above-the-line, online display and direct mail advertising expenditure on cough, cold and allergy remedies, by media type, January 2014-March 2017

Out-of-season approach could prove beneficial

Figure 41: Recorded above-the-line, online display and direct mail advertising expenditure on cough, cold and allergy remedies, by segment, 2014-16

GSK dominates advertising spend

Figure 42: Recorded above-the-line, online display and direct mail advertising expenditure on cough, cold and allergy remedies, by top advertisers, 2014-16
Figure 43: Sudafed online campaign, February 2017

Nielsen Ad Intel coverage

Brand Research

Brand map

Figure 44: Attitudes towards and usage of selected brands, March 2017

Key brand metrics

Figure 45: Key metrics for selected brands, March 2017

Brand attitudes: Strepsils has most positive associations

Figure 46: Attitudes, by brand, March 2017

Brand personality: Beechams struggles with 'boring' brand image

Figure 47: Brand personality – Macro image, March 2017

Piritex most likely to be viewed as effective

Figure 48: Brand personality – Micro image, March 2017

Brand analysis

Piritex appeals to the most affluent

Figure 49: User profile of Piritex, March 2017

Strepsils is a preferred brand

Figure 50: User profile of Strepsils, March 2017

Day & Night Nurse not viewed as 'good value'

Figure 51: User profile of Day & Night Nurse, March 2017

Benylin lacks standout appeal

Figure 52: User profile of Benylin, March 2017

Beechams has old-fashioned image

Figure 53: User profile of Beechams, March 2017

The Consumer – What You Need to Know

Cold and flu rates rise

Consumers want cheap, effective cold and flu relief
Preference is for rest
Experience of non-food allergies stays consistent
Young adults seek online information about allergies

Experience and Treatment of Coughs, Colds and Flu
Cold and flu rates rise
Figure 54: Experience of coughs, colds and flu, and any usage of OTC remedies as treatment, in the last 12 months, January 2016 and March 2017
Workplace pressure could be increasing OTC remedy use
Oral OTC remedies remain the most sought after
Figure 55: Treatments sought for cold and flu ailments in the last 12 months, March 2017
Mothers drive cold and flu experience amongst women
Figure 56: Cold and flu symptoms experienced in the last 12 months, by gender, March 2017

Barriers to Using Cough, Cold and Flu Remedies
Consumers want effective solutions
Figure 57: Barriers to using cough, cold and flu remedies, March 2017
Tackling the cost issue

Behaviours towards Cold and Flu Remedies
Dedicated branded products lack appeal
Figure 58: Behaviours towards cold and flu remedies*, March 2017
Preference is for rest
Younger adults struggle most with understanding cold vs flu
Figure 59: Understand of cold vs flu, by age, March 2017

Experience and Treatment of Allergies
Experience of non-food allergies stays consistent
Figure 60: Experience and treatment of allergies in the last 12 months, March 2017
Younger adults most likely to experience allergies
Figure 61: Experience of allergies in the last 12 months, by age, March 2017
Natural and allergen-free cleaning products should appeal to under-35s
Oral remedies preferred
Figure 62: Treatments sought for allergies in the last 12 months, March 2017
Respiratory symptoms most common
Figure 63: Allergy symptoms experienced in the last 12 months, March 2017

Behaviours and Attitudes towards Allergies and Allergy Remedies
Preparing for allergy season
Figure 64: Behaviours towards allergies and allergy remedies, March 2017
Under-35s seek online information
Young adults open to treatment patches
Figure 65: Attitudes towards allergy remedies, March 2017
Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations
Consumer research methodology
Forecast methodology

Appendix – The Market

Figure 66: Best- and-worst-case forecast of UK value sales of cough, cold and flu relief, and medicated confectionery, 2011-21
Figure 67: Best- and-worst-case forecast of UK value sales of allergy remedies, 2011-21

Appendix – Companies and Brands

Figure 68: % change in leading claims of launches in the allergy remedies market, 2015-16
Figure 69: % change in leading claims of launches in the cough, cold and flu remedies market*, 2015-16