

Cough, Cold, Flu and Allergy Remedies: Incl Impact of COVID-19 - US - April 2020

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This report looks at the following areas:

Americans' renewed focus on health and safety emphasizes the role of self-led, at-home treatment methods such as OTC medication to manage symptoms of common illness.

- The impact of COVID-19 on consumer behavior and the cold, cough, flu and allergy category
- How consumer behavior toward illness management will shift post-COVID-19
- Consumer loyalty isn't bound to brand name
- How certain proactive wellness ingredients can boost category spending



"The COVID-19 pandemic has amplified the importance of illness management. Methods practiced during the outbreak are likely to hold lasting impact, such as staying home when sick and increasing illness prevention measures such as washing hands and using hand sanitizer."

– **Andrea Wroble, Health & Wellness Analyst**

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