

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

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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.



“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
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