

Cough, Cold, Flu and Allergy Remedies - UK - April 2014

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“In 2013, the cold/flu and allergy relief remedies market benefited from increases in product launch activity and marketing activity. Going forward, brands could look to more specifically target the key young adult demographic, who are the most likely to suffer from cold/flu and allergy-based ailments.”

– Jack Duckett, Consumer and Lifestyles Analyst

This report looks at the following areas:

- How can Cold/flu brands further target Millennials?
- How reliant are Hayfever sales on weather?

The overall category has seen strong growth in value in 2012 and 2013, rising in value each year. In 2012, growth was driven by the cold and flu category, with innovations in branded products driving growth. The more extreme weather of 2013, with a colder winter and a warmer spring/summer, impacted the allergy category by triggering higher pollen levels which remained high throughout the warm seasons. The allergy category therefore saw growth in sales in 2013, however, with no warnings issued from the Met Office by March 2014, it is unlikely that 2014 will show a repeat performance in the allergy category.

Younger adults (eg 16-34-year-olds) are the key demographic for the OTC cold/flu and allergy relief remedies markets, as consumers in this age group are significantly more likely to suffer than any other age group. Going forward, brands could look at developing product packaging and utilising social media to appeal to this demographic.

Mintel predicts the market to show slow and steady growth in the coming years, driven by the cold/flu category. The segment saw growth in 2013, with new innovations contributing to growth. Medicated confectionery also saw strong growth for the year driven by advertising campaigns, and is predicted to continue to grow. The allergy relief market is largely dependent on the weather; however, encouraging people to prepare ahead of the season could ensure that the market continues to show steady growth.

This report explores the different types of cold/flu ailments people suffer from, as well as any non-food-based allergies. The report also looks at consumer behaviours during cold/flu/hayfever season, and their attitudes towards buying and taking remedies.

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