

OTC Pediatrics - US - February 2016

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Illness is prevalent among children, as 90% of children younger than 12 experienced some type of ailment in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness.

This report looks at the following areas:

- New parents are purchasing fewer medications than those with parenting experience
- Home remedies compromise OTC medication use
- Parents may not choose any remedies to treat mild ailments

The OTC (over-the-counter) pediatrics market has continued to grow after a series of product recalls in 2010-13, as parents' confidence in familiar brands has returned. When it comes to illness, parents will spend on products to help their children feel better and some are seeking out natural remedies as a safer alternative.

This report explores parents' attitudes toward children's OTC medications, including private label and name brand medications. The report will also discuss opportunities for product innovation.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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