

Cold, Flu and Allergy Remedies - US - April 2013

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"While sales of OTC cold, flu, and allergy products have increased, the category faces several challenges, such as sales of private label brands as well as natural alternatives eroding market share of OTC products."

– Emily Krol, Health and Wellness analyst

In this report we answer the key questions:

- Across the board in OTC remedies, there has been an increase in private label sales—both as a reaction to Johnson & Johnson recalls and as a cost saving measure in light of the recession. How will continued growth in private label sales affect this market?
- How can brands appeal to consumers through marketing efforts and product form developments?
- How are in-store clinics at drug stores and mass merchandisers affecting the market of OTC cold, flu, and allergy remedies?

Despite a mild 2011-12 cold and flu season, a more severe 2012 allergy season helped to increase sales of cold, flu, and allergy remedies 4% from 2011-12. Due to the severity of the 2012-13 cold and flu season, Mintel forecasts that sales of OTC cold, flu, and allergy remedies will continue to climb, reaching \$7.1 billion by 2017, without adjusting for inflation. As a result of the increased cost of healthcare and prevalence of those without health insurance, Americans are self-diagnosing and treating their symptoms, which bodes well for OTC products.

However, product recalls and a desire for more natural remedies has consumers seeking alternative choices to traditional OTC remedies. Sales of both private label brands and homeopathic/herbal remedies have increased, which may encroach on the market of OTC cold, flu, and allergy remedies in the future. Additionally, the wide availability of the flu vaccine can help to curb incidence of influenza, driving down the need for OTC flu remedies.

This report will provide readers with a sense of what is happening in the market of cold, flu, and allergy remedies. The relationship between demographic shifts and product consumption will be explored, as well as consumption behavior and attitudes. Readers will learn about consumer stockpiling habits and decision making processes. Concerns and threats to the market of OTC cold, flu, and allergy remedies will also be explored.

The report presents major brand advertising strategies, and makes recommendations to marketers in this category. New innovations in the cold, flu, and allergy market are also presented. Readers will gain a sense of how to best target products to those who suffer from these ailments.

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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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