CATEGORIE VALUE SLIPS INTO DECLINE

The children’s OTC healthcare market has benefited heavily from single regime medicines, but a growing number of new regimens are available, leading to a decline in sales. Growing pressures on the NHS could mean fewer patients, brands that offer extra value to parents may gain an advantage. While a reassessment of ingredients list could help alleviate safety concerns.

SOURCES BASED ON MINTEL

COLDS THE MOST COMMON AILMENT

Parents of 0-12 year olds reported their youngest child had experienced in the last 12 months

A GROWING FOCUS ON THE SAFETY PROFILE OF INGREDIENTS

There is not enough information on what ingredients in OTC medicines do. The presence of natural ingredients is an OTC remedy is measuring in terms of its safety.

ALLEViating PRESSURE ON PARENTS

It is most important to parents of 0-12 year olds than their youngest child...

THANKS, GET IN TOUCH