

COLD & FLU

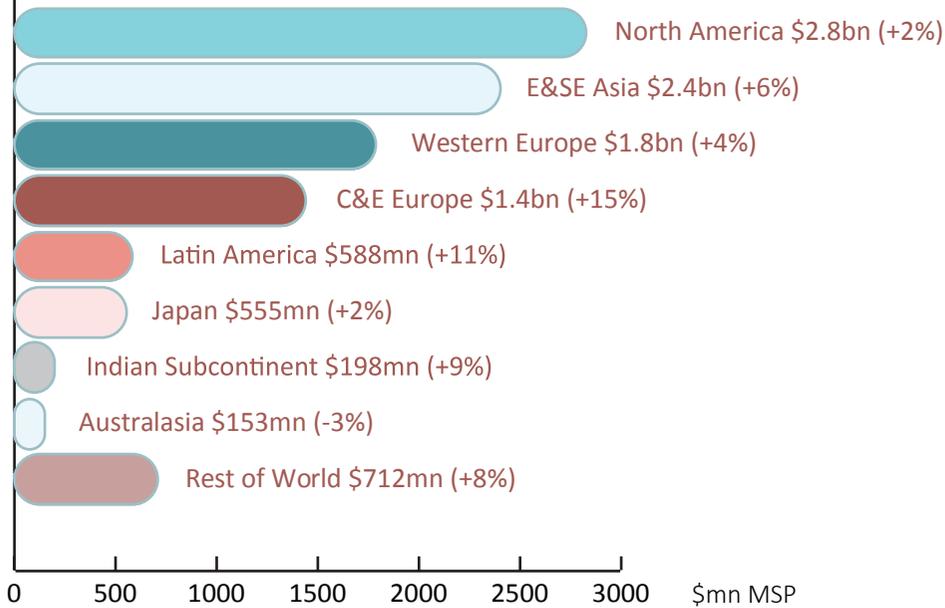
Global Review of Systemic Cold & Flu Remedies, Topical Decongestants and Chest Rubs & Inhalants, plus Immunity-boosting supplements



Key Features:

- 20 national markets profiled in this report
- An in-depth exploration of the Cold & Flu category, including Systemic cold & flu, Topical decongestants and Chest rubs & inhalants, plus supplements positioned for immunity
- Forecast sales for all categories and countries, plus predictions for the future
- Scientific studies investigated, and leading brands analysed in individual profiles

Global Cold & Flu sales by region 2016†



†includes Systemic cold & flu, Topical decongestants and Chest rubs & inhalants



With global sales of \$10.7bn in 2016, the combined categories of Systemic cold & flu, Topical decongestants and Chest rubs & inhalants grew by 5.6% on the previous year, significantly outpacing the global OTC market (+4.3%).



- Europe enjoyed a strong year as key **C&EE markets Russia, Poland and Ukraine** rediscovered dynamism, while in **W Europe** the **UK and Italy** continued their impressive showing.
- In **Asia-Pacific**, **China, India** and **S Korea** all improved on the previous year, **Japan** turned in its first positive performance in years, while **Australia** saw a downturn.
- In **North America**, the huge US market slowed down, but **Latin America** posted double-digit growth boosted by **Brazil, Mexico** and **Colombia**.

Key questions investigated in this report

- What have been the key drivers of growth in Cold & Flu in recent years, and what will be the key trends in future?
- Which marketers and brands are outperforming the market and what can be learned from them?
- Which regions and countries offer the most potent opportunities for future growth?
- Will Switch and NPD benefit the Cold & Flu market in the years ahead, and what are the most promising new areas?

Scientific studies

The report includes an in-depth look at the latest Scientific Studies, such as the recent finding that zinc acetate lozenges may increase threefold the rate of recovery from the common cold (*Open Forum Infectious Diseases, April 2017*).

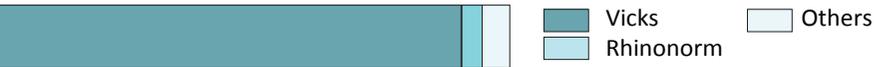


Webinar on key findings

Purchase the global licence and gain access to a webinar in which the Nicholas Hall team will run through the key findings from the report.

Top 5 marketers in Cold & Flu by leading brands 2016+

P&G (including PGT Healthcare) \$894mn



GSK \$790mn



J&J \$583mn



Bayer \$521mn



RB \$336mn



†includes Systemic cold & flu, Topical decongestants and Chest rubs & inhalants

The leading players in Cold & Flu† posted average growth of 3.3% in 2016, but this masks a diverse range of performances from players and their key brands. Discover how individual marketers and brands performed, both globally and in specific markets, and where the truly dynamic growth is coming from.

The report investigates immunity-boosting VMS brands, reviewing the OTC market for Immune supplements, Zinc supplements, Vitamin C, selected Multivitamins and Tonics & cure alls, among others. Have these preventive supplements impacted demand for self-care cold & flu treatments?

Main features of the report

- An in-depth exploration of the Cold & Flu category, including Systemic cold & flu, Topical decongestants and Chest rubs & inhalants, plus supplements positioned for immunity
- Coverage of 20 major markets from across the globe, with topline sales, brand performances, new developments, launches and A+P campaigns
- Full year 2016 sales from the newly-updated **DB6**, our dedicated OTC sales database
- Case studies of key Cold & Flu brands, highlighting success factors, sales, NPD and A+P activity
- Forecast sales for all categories and countries, plus predictions for the future

All the factors affecting the Cold & Flu market, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, are highlighted. The report features the latest year-end 2016 sales data from our dedicated **DB6** database, including topline historical sales by region, country and category, individual brand performances and forecasts to 2021 and 2026.

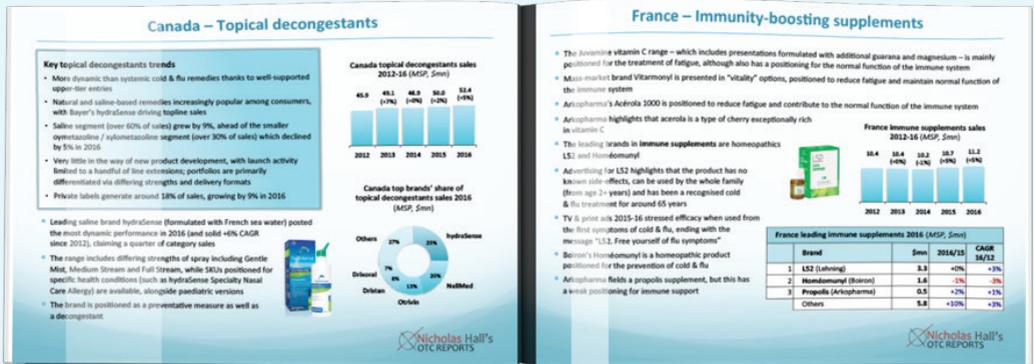
Categories covered by this report

- Systemic cold & flu
 - Topical decongestants
 - Chest rubs & inhalants
- PLUS
- Vitamin C
 - Zinc supplements
 - Immune supplements
 - Other supplements for immunity

20 individual markets profiled in this report



COLD & FLU



20 major markets covered from across the globe

Full year 2016 sales from Nicholas Hall's **DB6** Global OTC sales database

Case studies of key Cold & Flu brands

A look at the key drivers of growth in Cold & Flu

Forecast sales for all categories and countries, plus predictions for the future

Supplements positioned for immunity investigated in each market

Please contact ian.crook@NicholasHall.com for more information about this report or visit our website (<http://bit.ly/ColdandFlu17>) where you can view / download the full Table of Contents and sample pages.

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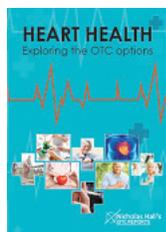
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Nicholas Hall Group of Companies offers the world's most complete consumer healthcare marketing & business solutions

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Latest Nicholas Hall Reports:



Heart Health

More people die annually from cardiovascular diseases than from any other cause. This report takes an in-depth look at the self-care options, giving insight into the latest trends with detailed market analysis.

Publish date: June 2017



Nicholas Hall's OTC YearBook 2017

Nicholas Hall's bestselling unique reference book contains comprehensive market data through December 2016 drawn from our **DB6** Global OTC database.

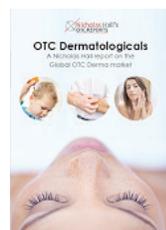
Publish date: April 2017



Healthy Ageing

With the population structure shifting to a new dynamic and the proportion of those aged over 50 steadily increasing, it's essential that OTC marketers cater to the specific health needs associated with older age.

Publish date: February 2017



OTC Dermatologicals

Covering categories as diverse as acne remedies, antifungals, wound care, cold sore treatments, eczema, lip care and hair loss, this essential report covers OTC Derma across 15 major markets.

Publish date: November 2016



Eye Health

Eye Health is a market driven by innovation, environmental factors, an ageing population and changing lifestyles, making it a fascinating topic for this new report, covering 14 leading markets.

Publish date: September 2016



Vitamins, Minerals & Supplements

Dedicated to the largest consumer healthcare category, this report breaks down the global VMS market into detailed country profiles, with analysis of regulatory changes and their implications.

Publish date: July 2016



M&A

In a fragmented OTC market, with organic growth elusive, companies are turning to M&A for expansion, with activity hardly letting up since a record-breaking 2014-15. Learn about strategies of leading players and the hottest targets for acquisition.

Publish date: March 2016



Nicholas Hall's Global OTC Markets

This report looks at the 12 largest OTC markets. While these markets lead the global industry, their performances differ wildly, showing the diverse nature of the consumer healthcare industry.

Publish date: September 2015

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Whatever your needs are in consumer healthcare, we'd like to hear from you!