



ALLERGY RELIEF

Latest trends & developments in remedies for nasal, skin and eye allergy symptoms and asthma

Main features of the report

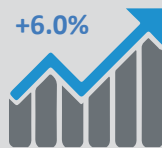
- An in-depth exploration of the Allergy Relief market, including Allergy remedies, Anti-itch derma, Eye allergy and Asthma remedies, plus a look at selected allergy-focused products from topical decongestants, probiotics and elsewhere
- Landscaping 14 major markets from across the globe, with topline sales, brand performances, regulatory developments, launches and ad campaigns
- Mid-2017 sales from **DB6**, our dedicated OTC sales database
- In-depth look at the latest scientific studies
- Case studies of key brands, highlighting success factors, sales, NPD and A+P activity
- Forecast sales for all categories and countries, plus a look to what the future holds



Allergy Relief

Latest trends & developments in remedies for nasal, skin and eye allergy symptoms and asthma

The global self-care market for allergy relief comprises allergy remedies, anti-itch derma brands, eye allergy and asthma remedies. It generated sales of over \$6bn globally in the year to mid-2017. Growth is driven by the increasing availability of a wider range of self-care products for allergies (via Rx-to-OTC switch and new product development), rising consumer awareness of treatments, and the growing number of people, particularly children, suffering allergies (including allergic rhinitis, skin allergies, allergic conjunctivitis, asthma, etc.).



Allergy remedies in the US have been transformed by Switch in recent years, while other markets including Canada, Germany, Japan and Poland have also seen switch activity. Innovative launches and intelligent consumer promotion, plus factors such as rising levels of air pollution (most marked in certain Asian countries), all contributed to topline growth.



Spotlight on US allergy remedies

Rx-to-OTC switch has been a key growth driver of allergy remedies in recent years, notably the wave of nasal corticosteroid switches in the US that took the category by storm, including Sanofi's Nasacort and GSK's Flonase, which became the third biggest allergy brand in the US. Yet, with blockbuster brands now all OTC, from Bayer's Claritin (switched in 2002) to most recent launch Xyzal (Sanofi) in early 2017, the battle for share of a crowded category will be intense. Heavy A+P investment, new product development (e.g. ClariSpray and Flonase Sensimist in 2017) and consumer engagement (such as allergy tracking apps in conjunction with brands) will be utilised to maintain or extend share.



Key questions investigated in this report

- What are the key drivers of growth in Allergy, and where are the strongest opportunities for future growth?
- Which marketers and brands outperform the market, and what lessons can be learned?
- What role do NPD and Switch have to play in category expansion?
- In which markets are consumers responding to marketers' promotional messages?

All the factors affecting the **Allergy Relief** market, from consumer trends and regulatory changes to promotional campaigns and launch activity, are highlighted. The report features the latest mid-year 2017 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.

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.

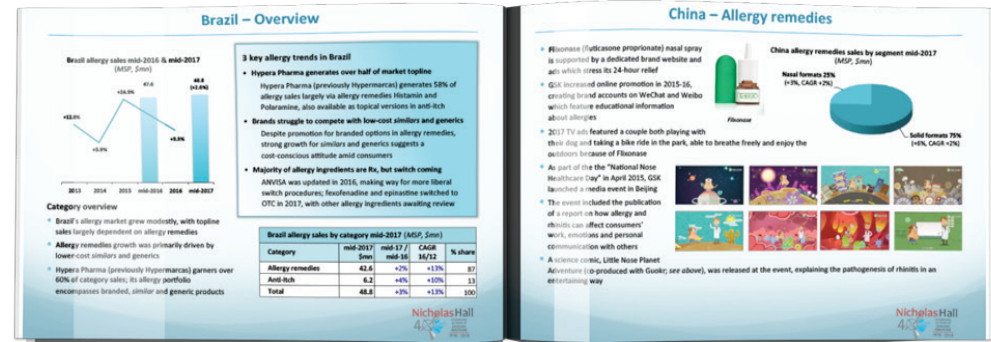




Anti-itch derma brands, comprising topical options for a range of skin allergies, enjoyed a solid sales year to mid-2017, with performances varying significantly from market to market. Many brands benefited from NPD, with some marketers exploring new delivery formats and / or options for specific demographic groups.

Eye allergy brands, largely comprising ophthalmic antihistamines for allergic conjunctivitis, are flourishing in some markets while others remain ripe for development. **Asthma remedies** currently have a limited OTC presence, available without prescription in just a handful of markets, but represent a possible opportunity for Switch in future.

SAMPLE PAGES AND TABLE OF CONTENTS ARE DOWNLOADABLE FROM OUR WEBSITE



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MAIN FEATURES OF THE REPORT

Categories covered by this report

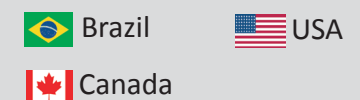
Allergy remedies • Anti-itch • Eye allergy • Asthma remedies

14 individual markets profiled in this report

Asia-Pacific



Americas



Europe



ALLERGY RELIEF



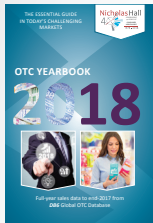
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Please contact owen.hartnett@NicholasHall.com for more information about this report or visit our website (nicholashall.com/report/allergy-relief) where you can view or download the full Table of Contents and sample pages.

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Dedicated to benchmarking consumer healthcare markets and providing business solutions, we are specialists in consumer healthcare, with an international network of contacts, offering data & analysis, strategic advice and competitive intelligence on a global, regional or local basis.

Latest Nicholas Hall Reports:



OTC YearBook 2018

This unique reference book contains comprehensive market data through December 2017 from our **DB6** database. OTC YearBook brings you the essential facts, together with unique insight into the major issues facing OTC markets globally.

April 2018



Allergy Relief

An in-depth exploration of the Allergy market, including Allergy remedies, Anti-itch derma, Eye allergy and Asthma remedies, plus a look at selected allergy-focused products from topical decongestants, probiotics and elsewhere.

March 2018



Pharmacies in Vietnam

A collaborative project undertaken by Nicholas Hall and DKSH detailing everything you need to know about the pharmacy landscape across Vietnam. The findings are based on secondary data sources and a primary market research study.

February 2018



Upper GIs

An exploration of the Upper Gastrointestinals market, including antacids, antflatulents, anti-nauseas, digestive enzymes and liver & bile remedies, with coverage of 15 major markets.

December 2017



Rx-to-OTC Switch

Shining the spotlight on the switch procedure itself, and the regulatory hoops that must be jumped through to turn an Rx product into a successful OTC brand, the report aims to equip readers with a greater understanding of the ins & outs of switch.

December 2017



Global Analgesics

Systemic analgesics, Topical analgesics and Mouth & dental analgesics, plus supplements positioned for pain relief are analysed in this report, including coverage of 16 major markets globally, with topline sales, new developments, launches and A+P campaigns.

October 2017



Cold & Flu

An in-depth exploration of the OTC Cold & Flu market, including Systemic cold & flu, Topical decongestants and Chest rubs & inhalants, plus VMS brands positioned for immunity.

August 2017



Heart Health

Our report on Heart Health takes an in-depth look into this category, giving insight into the latest trends. It explores self-care options including systemic cardiovasculars, fish oils & omega-3 supplements, CoQ10, garlic and other supplements.

May 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.

February 2017



Global 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.

November 2016



Eye Health

This report contains multi-country coverage and reporting of individual brands. It features the latest trends & developments, brand case studies, and vital insight into factors affecting individual markets.

August 2016



Vitamins, Minerals & Supplements

This report provides both a global overview of the VMS market and category trends, as well as a detailed look at the leading OTC markets, and is available as a whole report or as individual country or category chapters.

July 2016

Get in touch!

Discover the world of OTC with the Nicholas Hall Group of Companies. Our range of services covers everything from consultancy and competitive intelligence to events and executive recruitment. Whatever your needs are in consumer healthcare, we'd like to hear from you! Contact Owen at owen.hartnett@NicholasHall.com

Priority Order Form for Allergy Relief

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Nicholas Hall Europe Limited
35 Alexandra Street,
Southend-on-Sea, Essex,
SS1 1BW, UK