

Nicholas Hall



CELEBRATING  
40 YEARS OF  
CONSUMER  
HEALTHCARE  
1978 - 2018

# Cough & Sore Throat Insights & Strategies for Cough & Sore Throat Remedies

## Key features of the report

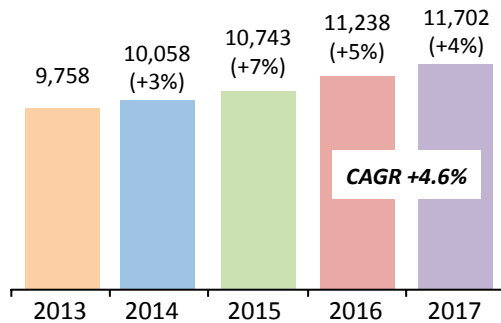
- An in-depth exploration of **Cough remedies and Sore Throat remedies & Medicated confectionery**
- Landscaping **12 major markets** from across the globe, with topline sales, brand performances, regulatory developments, launches and ad campaigns
- **PLUS** brief overviews of smaller markets
- **Full year 2017** sales from **DB6**, our dedicated OTC sales database
- **Brand case studies** feature sales, NPD and A+P activity, highlight success factors and offer **SKU range analysis**
- **Forecast sales** for all categories and countries, plus a look to the strongest **opportunities for growth**



# Cough & Sore Throat

## Insights & Strategies for Cough & Sore Throat Remedies

Global cough & sore throat sales 2013-17  
(MSP, \$mn)



The self-care market for cough & sore throat relief – comprising Cough remedies and Sore Throat remedies & Medicated confectionery – generated sales of \$11.7bn globally in 2017, with solid if unspectacular growth (+4.1%) in line with the overall OTC market.

So where are the main opportunities for future growth in this market? And what can be learned from the successes and failures of marketers and brands in recent years?

This report investigates the factors driving growth (from NPD and intelligent consumer promotion through to market segmentation, new niches and the explosion in herbals' popularity) and those holding it back (taking in consumer confusion at SKU proliferation, heightened regulatory measures and paucity of innovation). Moreover, it considers what needs to change if higher growth is to be achieved.

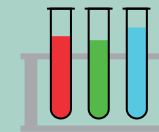
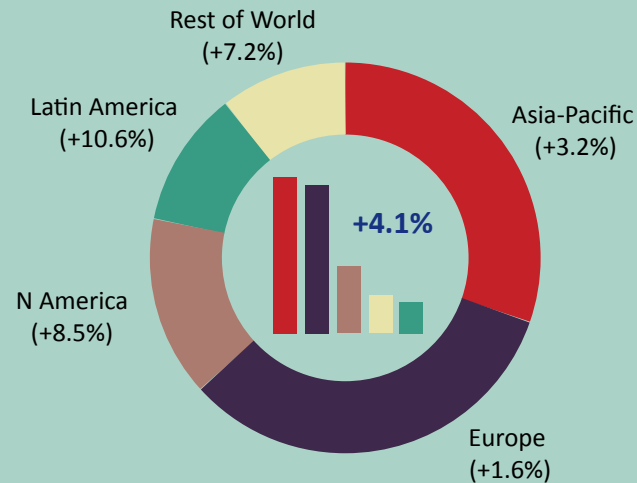
Detailed case studies highlight the success strategies driving successful brands, including the creation of global brand identities, alongside launch and promotional activity.

The chart below shows **Cough & Sore Throat sales** in 2017 (along with 2017/16 growth rates), broken down by major region.



Discover how individual marketers and brands performed, both globally and in specific markets, and where the truly dynamic growth is coming from.

Utilising the very latest OTC sales from our just-published **DB6** database, the **Cough & Sore Throat** report analyses the market in detail from a global down to a local level. Marketer and brand performances in individual markets are pulled apart, along with forecasts for each category, market by market.



Classification of **key ingredients** is compared from market to market.

Data analysis in each detailed country profile includes a **segmenting of cough remedies** sales by ingredient.



New product developments are explored across markets, within the core categories and in adjacent areas, as well as a look at **promotional activity** and the **competitive environment** from category to category.



## Chapters in this report

### Executive Summary

A global overview covering cough & sore throat trends, the issue of consumer confusion, innovations and NPD, competitive landscape, safety concerns, restrictions, and the rise of herbals & naturals

### Leading Markets

In-depth chapters dedicated to the main cough & sore throat markets: Brazil, China, France, Germany, India, Italy, Japan, Poland, Russia, Spain, UK, USA

### Selected markets in brief

Shorter summaries of the main activity and trends in smaller markets: Australia, Canada, Indonesia, Mexico, Thailand

### Scientific Studies

Brief investigation of new and established herbal & natural cough & sore throat ingredients with the backing of studies

### Brand Case Studies

Detailed brand profiles of leading and dynamic cough & sore throat brands: Bronchostop, GrinTuss, Kingto Nin Jiom Pei Pa Koa, Mucinex, Prospan, Robitussin, Strepsils, Zarbee's

### Outlook

Prospects for cough & sore throat globally and market by market, with forecast sales to 2022 & 2027, along with a focus on the main opportunities & threats, and particular focus on rising interest in herbals & naturals

## ? Key questions investigated in this report

- What are the key drivers of growth in Cough & Sore Throat?
- Where are the strongest opportunities for future growth? What are the major threats?
- Can the market be further segmented? What are the demographic trends?
- How are marketers successfully internationalising brands?
- Which marketers and brands outperform the market, and what lessons can be learned?
- What role does NPD have to play in category expansion? Is there a risk of ranges overextending?
- Which adjacencies are worth exploring, and which new niches could have a broader appeal?
- In which markets are consumers responding to promotional initiatives?

## Categories covered by this report

Cough remedies • Sore Throat remedies & Medicated confectionery

All the factors affecting the **Cough & Sore Throat** market, from consumer trends and regulatory changes to promotional campaigns and launch activity, are highlighted. The report features full year 2017 sales data from our dedicated **DB6** database, including topline historical sales by region, country and category, individual brand performances and forecasts to 2022 and 2027.

 **Webinar on key findings**

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

 Brazil

 India

 Russia

 China

 Italy

 Spain

 France

 Japan

 UK

 Germany

 Poland

 USA

## 12 individual markets profiled in this report

Selected others covered in brief:

 Australia

 Thailand

 Canada

 Mexico

 Indonesia

# COUGH & SORE THROAT



- 12 major markets from across the globe in detail  
PLUS brief overviews of 5 smaller markets
- Full-year 2017 sales from **DB6**, our dedicated OTC sales database
- Trends & developments, plus marketer and brand performances
  - Case studies of key brands
  - Forecast sales for all categories and countries, plus a look to what the future holds

Please contact [melissa.lee@NicholasHall.com](mailto:melissa.lee@NicholasHall.com) for more information about this report or visit our website ( [http://bit.ly/NHCCough\\_SoreThroat2018](http://bit.ly/NHCCough_SoreThroat2018) ) where you can view or download the full Table of Contents and sample pages.

# Priority Order Form for Cough & Sore Throat

A global licence will be required if you wish to put this report on your company's intranet. The report will be sent in PDF format sent to the purchaser via a secure link. If a print copy is required, please request this upon purchase. All prices are quoted in British Pound Sterling.

Please tick as appropriate. I would like to order:

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

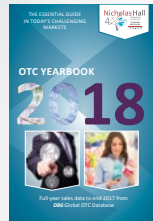
Dedicated to benchmarking consumer healthcare markets and providing business solutions, we are specialists in consumer healthcare, with an international network of contacts, offering data & analysis, strategic advice and competitive intelligence on a global, regional or local basis.

## Latest Nicholas Hall Reports:



**Herbs & Naturals**  
This report examines the biggest and most exciting Herbs & Naturals categories in 9 leading global markets, from probiotics and herbal cough remedies to natural laxatives, topical analgesics and supplements for heart health, immunity and memory.

August 2018



**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, antiflatulents, antinauseants, 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

**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 Melissa at [melissa.lee@NicholasHall.com](mailto:melissa.lee@NicholasHall.com)

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