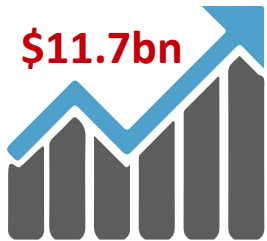


Cough & Sore Throat

Insights & Strategies for Cough & Sore Throat Remedies



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.

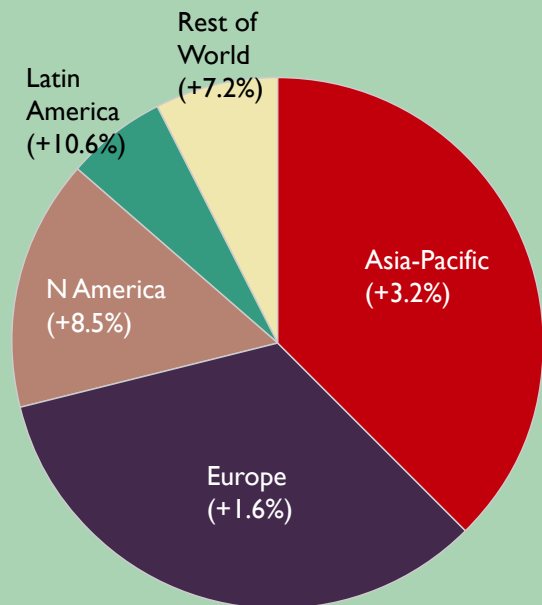
So where are the main opportunities for future growth in this market? And what can be learned from the successes and failures of marketers and brands in recent years?

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.

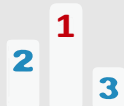
Detailed case studies highlight the success strategies driving successful brands, including the creation of global brand identities, alongside launch and promotional activity.

The chart below shows Cough & Sore Throat sales in 2017, broken down by major region.

Total Growth
2016-17:
+4.1%



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.



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

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

3 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.





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 agencies are worth exploring, and which new niches could have a broader appeal?
- In which markets are consumers responding to promotional initiatives?

Main 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 including Australia, Canada, Mexico and Thailand

Full year 2017 sales from DB6, our dedicated OTC sales database

Overview of key findings of scientific studies impacting the Cough & Sore Throat market

Brand case studies highlight success factors, sales, NPD and A+P activity, including Kingto Nin Jiom, Mucinex, Robitussin, Strepsils and Zarbee's

Forecast sales for all categories and countries, plus a look to what the future holds



12 individual markets profiled in this report

- | | | | |
|--------|-------|--------|---------|
| Brazil | China | France | Germany |
| India | Italy | Japan | Poland |
| Russia | Spain | UK | USA |

Selected others covered in brief, including

- | | |
|-----------|----------|
| Australia | Canada |
| Mexico | Thailand |

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 just-published 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.



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