A poor cough & cold season impeded Cough, Cold and Allergy growth in 2014, with just a 3.7% rise – making it one of the slowest growing major OTC categories. Other factors played a part, including: private label penetration, economic stagnation and a lack of real innovation.

Nevertheless, there are bright spots in the form of allergy growth, which has been fuelled by Rx-to-OTC switches (with more on the horizon) and the return to shelves of withdrawn products. Line extensions with natural ingredients are proving an important growth area for cold & flu remedies, while warming / cooling lozenge formats and switched ingredients have helped sore throat remedies to grow. Additionally, topical decongestants are experiencing solid growth, particularly in emerging markets like Russia, China and Brazil.

Discover all there is to know about the Global OTC CCA Market with Nicholas Hall’s comprehensive report, which contains multi-country coverage alongside detailed analysis of individual categories and brands. Incorporating year-end 2014 OTC sales from Nicholas Hall’s Global OTC Database DB6, this report features the latest trends & developments, in-depth brand case studies, and vital insight into factors affecting individual markets.

Nicholas Hall, Chairman & CEO, Nicholas Hall Group of Companies

DID YOU KNOW?

A 2015 survey by Vicks (P&G) of 15,000 respondents in 15 countries revealed that the average person spends three years of their life with a cold. It revealed that there are a staggering 35bn cold days a year worldwide.

In addition, nearly two-thirds of respondents use social media as a coping mechanism when they are sick. Clearly, there is a vast potential audience out there, and it is looking for new ways to keep on top of coughs, colds and allergies.
15 COUNTRIES PROFILED

ASIA-PACIFIC
- Australia
- China
- India
- Japan

EUROPE
- France
- Germany
- Italy
- Poland
- Russia
- UK

LATIN AMERICA
- Brazil
- Mexico

NORTH AMERICA
- Canada
- USA

REST OF WORLD
- Turkey

CATEGORIES COVERED
- Systemic cold & flu
- Cough remedies
- Sore throat remedies & medicated confectionery
- Allergy remedies
- Topical decongestants
- Chest rubs & inhalants
- Asthma remedies

NB: Not all categories are featured in all countries profiled

CONTENTS

Global CCA Overview
A snapshot of the global CCA environment including consumer trends and a region by region breakdown

Leading CCA markets
15 countries profiled featuring key trends, individual category analysis, regulatory developments, success factors behind leading segments and brands, and forecasts for the future

Brand Case Studies
Looking at some of the biggest and most impressive CCA brands and key switches of recent years, including Allegra, Flonase, Mucinex, Nasacort and Vicks, and the factors behind their success

Global CCA Outlook
Predicting the future prospects for the global CCA industry and opportunities & threats in individual markets, including sales forecasts to 2019 and 2024

KEY QUESTIONS ADDRESSED IN THIS REPORT
- What are the prospects for key US allergy switches Flonase, Nasacort and Rhinocort? Can this market sustain growth in the face of growing saturation and PL competition?
- Which markets are enjoying the best CCA growth, and what are the trends behind the rise?
- What opportunities remain untapped?
- How has marketing changed to reflect consumer needs, and which brands’ A+P campaigns brought the most dynamism?
- Which innovations are having the biggest impact, and what product enhancements are on the horizon?

NB: Nicholas Hall & Company reserves the right to make changes to the content of this report.
A global licence will be required if you wish to put this report on your company’s intranet. All prices are quoted in British Pounds Sterling.

Please tick as appropriate. I would like to order:

<table>
<thead>
<tr>
<th></th>
<th>If ordered before 22nd May</th>
<th>If ordered before 19th June</th>
<th>Orders at full rate after 19th June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Licence</td>
<td>£10,400</td>
<td>£11,700</td>
<td>£13,000</td>
</tr>
<tr>
<td>Country Licence</td>
<td>£7,920</td>
<td>£8,910</td>
<td>£9,900</td>
</tr>
</tbody>
</table>

Individual country chapters:

<table>
<thead>
<tr>
<th></th>
<th>If ordered before 22nd May</th>
<th>If ordered before 19th June</th>
<th>Orders at full rate after 19th June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Licence</td>
<td>£1,040</td>
<td>£1,170</td>
<td>£1,300</td>
</tr>
<tr>
<td>Country Licence</td>
<td>£800</td>
<td>£890</td>
<td>£990</td>
</tr>
</tbody>
</table>

DELIVERY DETAILS

Mr/Mrs/Ms/Dr/Other _______________ First Name __________________
Last Name _________________________________
Job Title _________________________________
Company _________________________________
Address _________________________________ Post/zip code _________________
Country __________________________________
Tel ______________ Fax _______________
Email _________________________________

PAYMENT DETAILS

☐ Please invoice my company quoting order no/ref: __________________
  (material will be sent when full payment is received)

  VAT ID Number (EU only):____________________
  
Signed: ___________________________ Date: DD / MM / YYYY

If you do not wish to receive future information from us, please tick as appropriate: ☐ Mail ☐ Fax ☐ Email

Please fax the completed order form to +44 (0) 1702 220 241 or email to info@NicholasHall.com

Nicholas Hall & Company
35 Alexandra Street, Southend-on-Sea, Essex, SS1 1BW, UK
T: +44 (0) 1702 220 200 F: +44 (0) 1702 430 787
E: info@NicholasHall.com W: www.NicholasHall.com
Global OTC Cough, Cold & Allergy
15 countries profiled
All key CCA categories covered
Featuring 5 & 10 year sales forecasts
Save over £2,000 on early orders
5% discount on payments by credit card
Published in PDF format
Quick delivery
Versatile format
Men's Heath: An Untapped OTC Market
This report investigates the options available to OTC marketers, considering men's health in context, the current OTC areas of particular relevance to men and how switch can expand the men's OTC market.
Published in July 2014

Women’s Health: Obstacles & Opportunities
This report analyses the market for a range of OTC options, considering products positioned for gender-specific concerns as well as more general ailments, covering areas including weight management, feminine intimate care, and migraine.
Published in March 2015

Global OTC Gastrointestinalss
Discover all there is to know about GIs, from PPI switches in the US to dynamism in Latin America and dereimbursement in Europe. Available as a full publication or individual country chapters.
Published in February 2015

Lifestyle OTCs
Looking at essential areas including obesity treatments and heart health, this report puts a spotlight on the impact of e-cigarettes on traditional NRTs and potential growth drivers for eye care sales.
Published in December 2014

Successful OTC Brands series
Our Successful OTC Brands series offers case studies into the most successful brands from across the OTC industry. The two reports offer analysis on how A+P support (including social media), product innovation and positioning helped these brands achieve success.
Published in October 2014

Global OTC Dermatologicals: Exploring the World’s OTC Derma Markets
The report breaks down the overall Derma category into the leading markets, supported with brand cases studies and full-year 2013 sales data from Nicholas Hall’s Global OTC Database, DB6.
Published in September 2014

Register for updates
To be notified about all our upcoming reports and OTC events, please join our mailing list on our website at www.NicholasHall.com or email us your details (full name, company, job title, email and telephone number) at info@NicholasHall.com with the subject ‘NHC Notification’.

Nicholas Hall & Company
35 Alexandra Street
Southend-on-Sea
SS1 1BW, UK

E: info@NicholasHall.com
W: www.NicholasHall.com

Connect with us:
Scan with your smartphone