Consumer Insights on Self-Medication in Key ASEAN Countries: Indonesia, Philippines, Thailand and Vietnam

A joint study from Nielsen and Nicholas Hall & Company

Nielsen’s expertise in consumer research and measurement, together with Nicholas Hall & Company’s deep understanding of the OTC industry, offer the best combination to provide insight into the complex and rapidly growing ASEAN OTC markets.
About the study: Self-Care Trends in Key ASEAN Markets
Geographical coverage: Indonesia, Philippines, Thailand and Vietnam

Objectives:
• To gain a deeper understanding of consumers' views on OTC and VMS products in terms of usage, attitudes, preferences, purchase behaviour
• To get unique insights into key emerging trends such as herbal OTCs, lifestyle OTCs, women's care, changes in distribution (online, direct sales, etc.)
• To identify growth opportunities for OTC and VMS companies to expand their brands and products into the markets.

Study Highlights:
• A one-of-a-kind study blending insights on core Usage & Attitude (U&A) trends as well as emerging dynamics in the OTC industry
• Distinct reports on self-medication (OTC) and self-care / wellness (VMS)
• Offering analysis and insights into fast-growing ASEAN markets, as well as comparative benchmarking across countries
• Study aims to assist companies in crafting country-specific and cross-ASEAN strategies by identifying distinct opportunities and synergies

Key Information Areas
Usage & Attitudes:
• Usage of OTC categories for top types of ailments among different consumer groups—methods of treatment, preferences for type of medicines etc.
• Purchase attitudes - factors influencing OTC usage, reasons for use, drivers, barriers, etc.
• Consumer’s sources of information, effective advertising strategy / communications
• Expenditure and impact on purchases
• Distribution channels used by consumers

Emerging Dynamics
• Given the growing trend for 'back to nature' products, this study aims to offer insights into consumers’ usage and attitude (U&A) trends and purchase behaviours of herbal-based products
• The emerging trend of lifestyle OTCs - eye care, obesity, smoking cessation, sleep aids, etc. is opening a promising opportunity. The study aims to study consumer’s awareness and use of lifestyle OTCs
• Distribution dynamics are becoming increasingly important as strategic differentiators in a crowded marketplace and the study aims to provide insights into the emerging trends in distribution channels (traditional, online, direct sales, etc.)
• With rising income and education, are ASEAN women increasingly spending on women-specific products? Find out as this study aims to understand core U&A and purchase behaviour of this dynamic category
Methodology

Respondent Mix
The survey is designed to provide a robust sample which offers a fair representation of the consumer base in the 4 countries featured in this study.

It uses a diverse group of people from different towns and cities, taking into consideration all relevant factors such as age, gender, income, country GDP, retail dynamics, consumer education / awareness.

- Male and Female
- Age: 18 - 55 years
- Decision-makers for OTC / VMS purchases
- Users of OTC / VMS in the last 12 months

Total sample: 1,200
- **Indonesia**: Jakarta = 200 online, Medan = 100 face-to-face
- **Philippines**: Manila = 200 online, Davao = 100 face-to-face
- **Thailand**: Greater Bangkok = 200 online and 100 face-to-face
- **Vietnam**: Ho Chi Minh = 200 online, Hanoi = 100 face-to-face
Unique study offering insights on core Usage & Attitudes as well as emerging dynamics in the OTC industry in top ASEAN markets

- Published in interactive PDF on CD-ROM
- Quick Delivery
- Data, analysis, predictive actionable insights
- Available as a full report or by individual country modules

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Publishing Date: 25th October 2013

About the Companies

Nicholas Hall & Company
Nicholas Hall & Company offers the world’s most complete OTC marketing support service with a range of services including: consultancy and strategic advice, a unique OTC sales database, industry reports and guides covering the major OTC markets, trends and categories, monthly B2B periodicals with expert insight, subscription-only Email news bulletins as well as executive recruitment in the consumer healthcare industry globally and OTC events.

With over 35 years experience in benchmarking the world of OTC, its DB6 Global OTC Database (which also contains Nielsen’s entire OTC market data) is recognised across the world as the leading measurement of OTC categories and brands on a global, regional and local basis.

For more information, please visit: www.NicholasHall.com

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Nielsen
Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

Established in Singapore since 1964, Nielsen Singapore has in-depth local and regional market insights and knowledge.

For more information, please visit: www.nielsen.com

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