

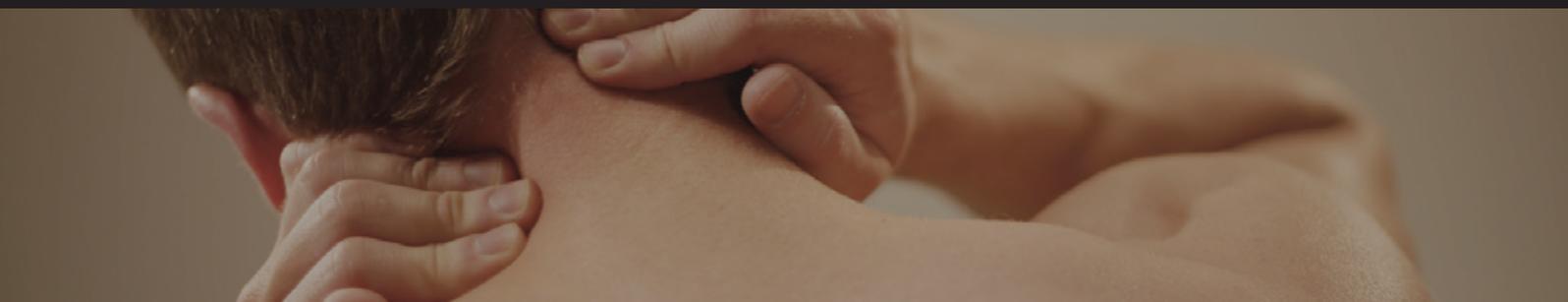
# MEN'S

The word 'MEN'S' is rendered in large, bold, white letters. The letters are filled with a teal-to-white gradient. The background of the letters shows a man taking a pill and a person getting a massage.

# HEALTH

The word 'HEALTH' is rendered in large, bold, white letters. The letters are filled with a black-to-white gradient. The background of the letters shows a man holding his head in pain and a person getting a massage.

## AN UNTAPPED OTC MARKET



Nicholas  
Hall  
BENCHMARKING  
THE WORLD OF OTC



in collaboration with:



# MEN'S HEALTH:



## AN UNTAPPED OTC MARKET

Compared to women, men are less likely to visit a pharmacy, less likely to purchase OTCs, and more likely to die young. In contrast to prevailing opinions, research in the past two decades has suggested that these statistics are the result not of men's poor choices, but of men's poor options.

Backed with unique insight from the European Men's Health Forum, Nicholas Hall analyses not just why men's health is languishing, but what can be done about it.

It is clear that there are significant barriers in place – both social and commercial – which prevent men from taking a proactive stance in regards to their own health. These range from pervasive ideas about what constitutes masculinity (health concerns do not top the list) to more practical issues such as accessing healthcare professionals outside normal working hours.

On the frontline of healthcare, OTC marketers are perfectly placed to lead the charge in breaking down these barriers, and making healthcare more accessible and relevant to men. This report will investigate 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. It will analyse what can be done to change men's attitudes to their own health, how the role of the pharmacy can be expanded and which advances in technology offer solutions.

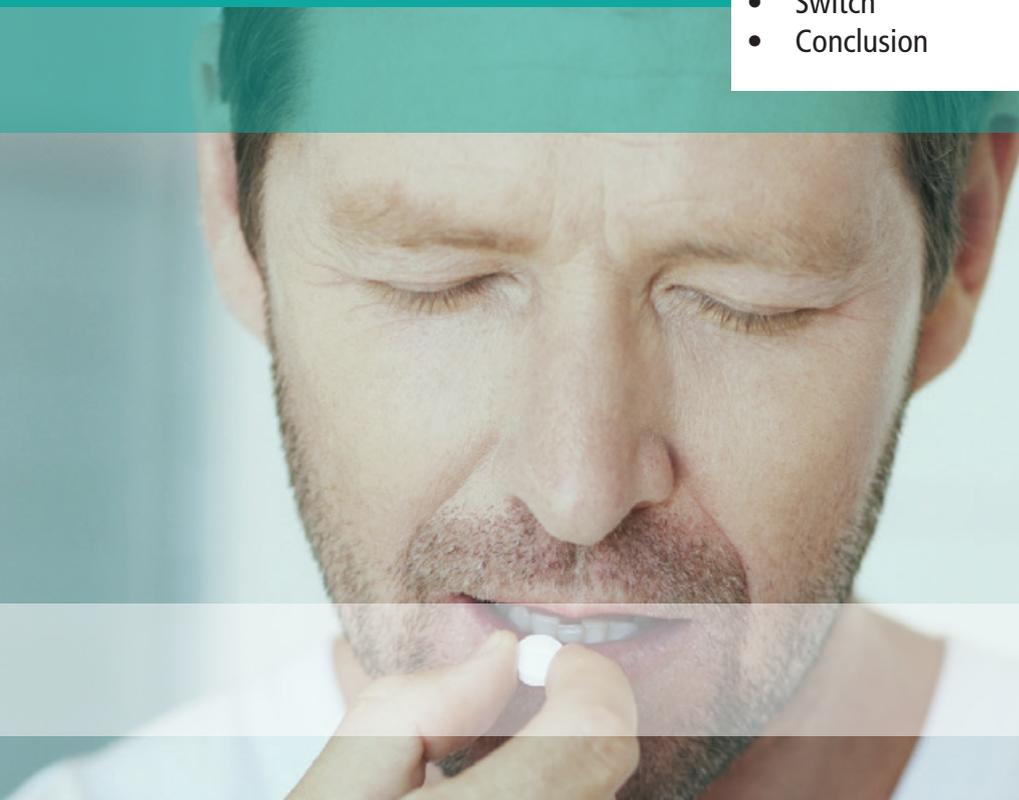
The vast majority of OTCs are gender-neutral, and more can be done to reach what should be 50% of the consumer base.

*Nicholas Hall*

NICHOLAS HALL  
CHAIRMAN & CEO, GROUP OF COMPANIES

### TABLE OF CONTENTS

- Introduction
- Men's Health in Context
- OTC Areas for Men
- Changing Attitudes
- The Role of Pharmacy
- Utilising Technology
- Switch
- Conclusion



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# Nicholas Hall & Company offers the world's most complete OTC marketing & business solutions

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

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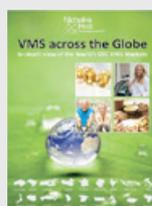
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