

THE OTC MARKET IN BRITAIN IN 2015

The over-the-counter products market grew by 2.5% in 2015 to reach £2.55bn, with painkillers accounting for 23.2% of sales, followed by cough and cold remedies (18.7%) and skin treatments (17.8%).

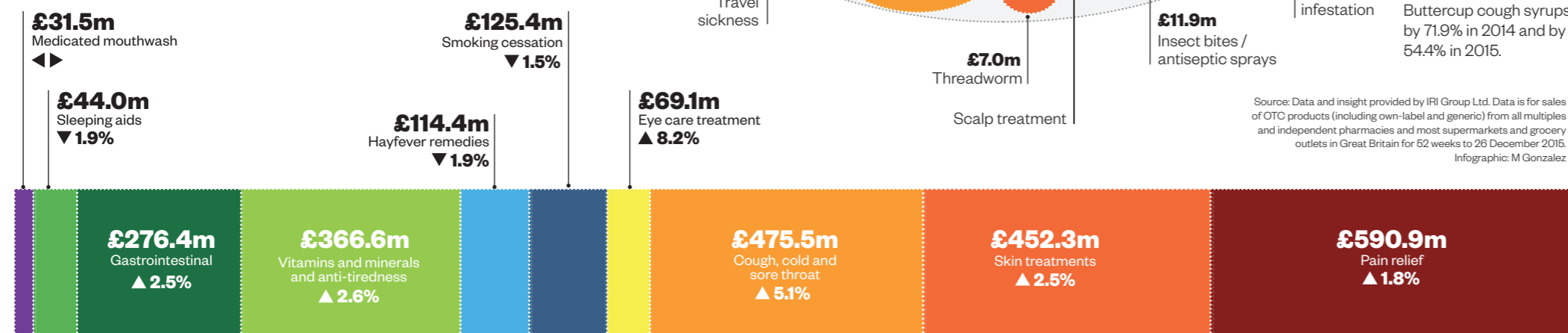
BY DAWN CONNELLY

Sales in the smoking cessation category fell by 6.1% in 2014 and by a further 1.5% in 2015 after supply problems with a popular brand, Niquitin lozenges.

Sales in the cold, flu and decongestants category were up by 7.1% in 2015 because of a cold winter in 2014-2015 and a warm one the previous year.

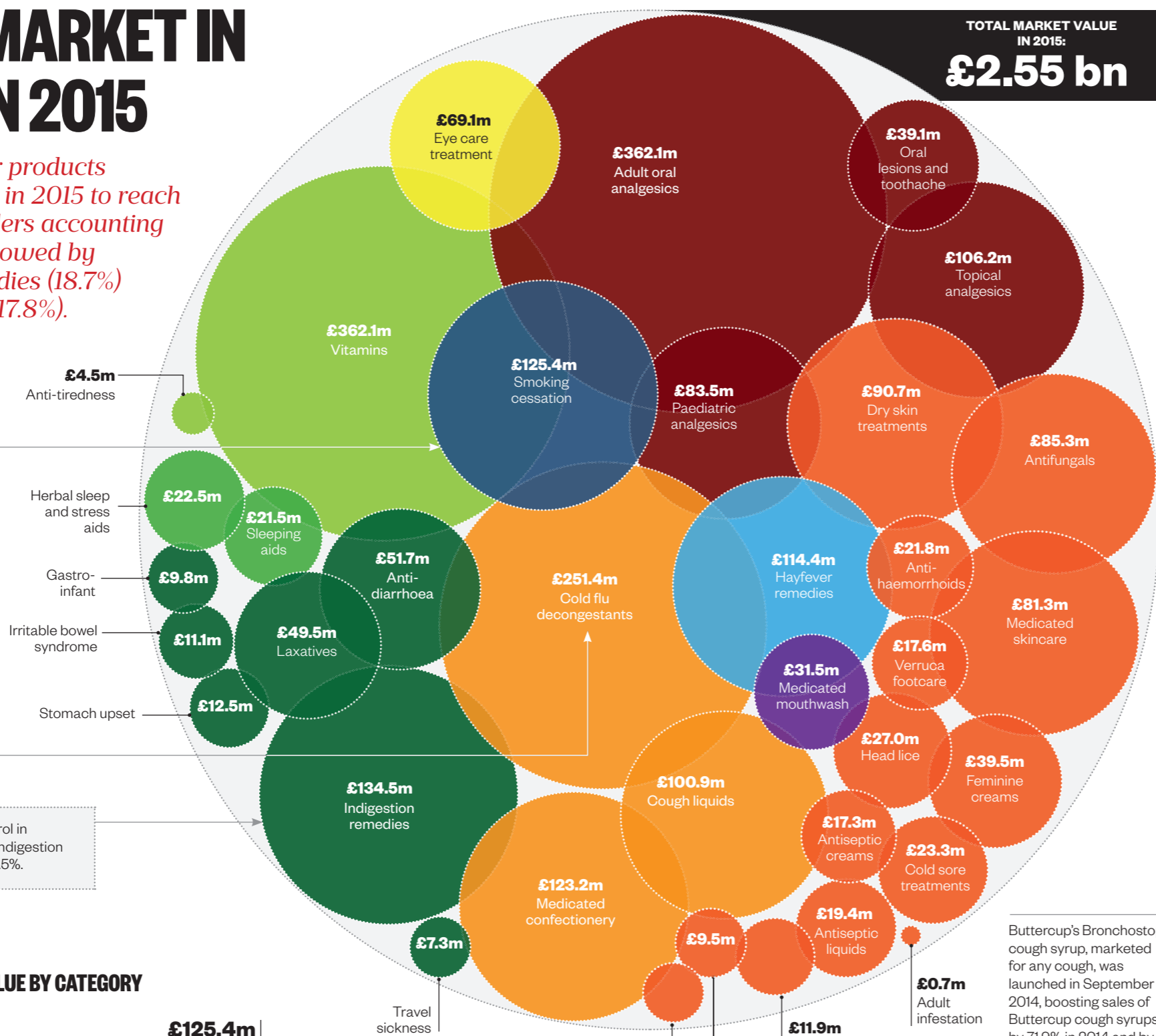
The launch of Pfizer's Nexium Control in January 2015 boosted sales in the indigestion remedies category, which rose by 5.5%.

BREAKDOWN OF MARKET VALUE BY CATEGORY



Source: Data and insight provided by IRI Group Ltd. Data is for sales of OTC products (including own-label and generic) from all multiples and independent pharmacies and most supermarkets and grocery outlets in Great Britain for 52 weeks to 26 December 2015. Infographic: M Gonzalez

TOTAL MARKET VALUE IN 2015: **£2.55 bn**



TOP 50 BRANDS

RB manufactures 10 of the products in the 50 best-selling brands of 2015, followed by GSK with 7 and McNeil with 5. Retailers' own label products have a 19.0% share of OTC market sales, a figure that has remained largely stable for the past three years (19.3% in 2014 and 19.4% in 2013).

CATEGORY	2015 (2014)	BRAND NAME	SALES (£M)	MANUFACTURER
Multiple	1 ◀(1)	Own label	484.2	Various
	2 ▶(2)	Nurofen	117.5	RB
	3 ▶(3)	Nicorette	64.6	McNeil
	4 ▶(4)	Calpol	62.4	McNeil
	5 ▲(6)	Lemsip	61.2	RB
	6 ▼(5)	Gaviscon	59.7	RB
	7 ▶(7)	Canesten	40.1	Bayer
	8 ▶(8)	Solpadeine	39.5	Omega Pharma
	9 ▲(11)	Optrex	38.0	RB
	10 ▶(10)	Benylin	36.8	McNeil
	11 ▲(12)	E45	35.5	RB
	12 ▼(9)	Voltarol	34.4	Novartis
	13 ▶(13)	Halls	33.2	Mondelēz International
	14 ▶(14)	Strepsils	32.3	RB
	15 ▲(18)	Sudafed	32.1	McNeil
	16 ▲(17)	Nicotinell	31.5	Novartis
	17 ▼(16)	Imodium	31.1	McNeil
	18 ▼(15)	Rennie	30.1	Bayer
	19 ▶(19)	Seven Seas	28.1	Seven Seas
	20 ▶(20)	Beechams	23.8	GSK
	21 ▲(22)	Covonia	23.5	Thornton & Ross
	22 ▲(24)	Corsodyl	23.0	GSK
	23 ▶(23)	Anadin	22.7	Pfizer
	24 ▲(25)	Berocca	21.2	Bayer
	25 ▲(28)	Well 'Kid/Man/Teen/Woman'	20.4	Vitabiotics
	26 ▶(26)	Panadol	20.3	GSK
	27 ▶(27)	Vicks	20.2	Procter & Gamble
	28 ▲(29)	Pregnacare	19.0	Vitabiotics
	29 ▼(21)	Niquitin	17.1	GSK
	30 ▲(33)	Deep Heat	15.7	Mentholatum
	31 ▼(30)	Senokot	15.4	RB
	32 ▶(32)	Centrum	15.4	Pfizer
	33 ▲(54)	Buttercup	15.1	Omega Pharma
	34 ▶(34)	Bonjela	15.0	RB
	35 ▼(31)	Nytol	14.0	Omega Pharma
	36 ▲(37)	Piriteze	14.0	GSK
	37 ▲(38)	Night Nurse	13.6	GSK
	38 ▼(36)	Clean & Clear	13.2	Johnson & Johnson
	39 ▼(35)	Dettol	13.0	RB
	40 ▶(40)	Scholl	12.9	RB
	41 ▲(43)	Jakemans	12.6	LanesHealth
	42 ▼(39)	Olbas	12.5	LanesHealth
	43 ▲(44)	Anusol	11.9	Johnson & Johnson
	44 ▲(45)	Femfresh	11.8	Church & Dwight
	45 ▼(42)	Otrivine	11.5	Novartis
Multiple	46 ▲(47)	Care	11.5	Thornton & Ross
	47 ▼(41)	Savlon	11.0	Novartis
	48 ▲(57)	Haliborange	11.0	Seven Seas
	49 ▶(49)	Zovirax	11.0	GSK
	50 ▲(52)	Dulcolax	10.4	Boehringer Ingelheim

Buttercup's Bronchostop cough syrup, marketed for any cough, was launched in September 2014, boosting sales of Buttercup cough syrups by 71.9% in 2014 and by 54.4% in 2015.