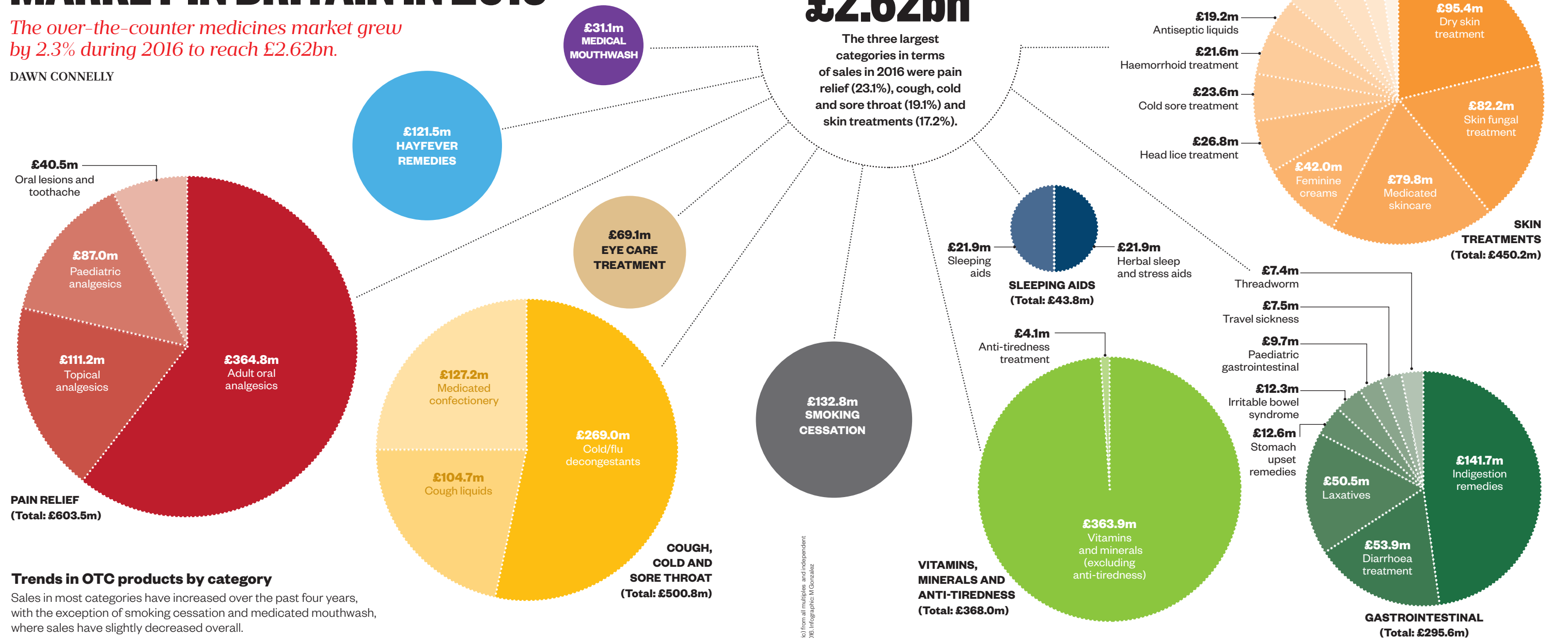


A BREAKDOWN OF THE OTC MARKET IN BRITAIN IN 2016

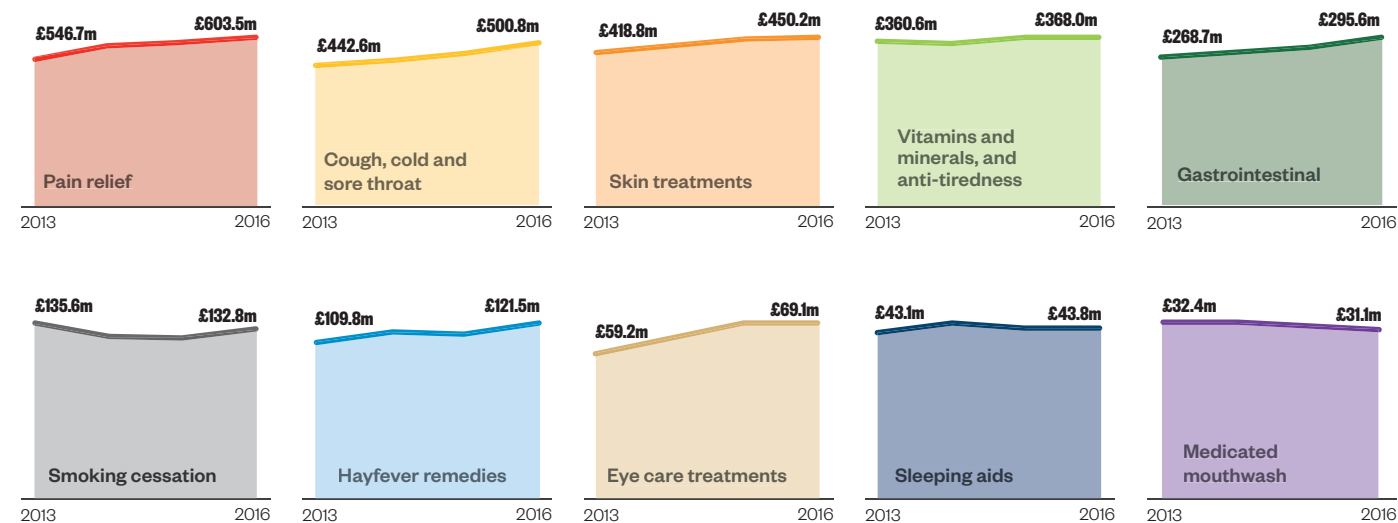
The over-the-counter medicines market grew by 2.3% during 2016 to reach £2.62bn.

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Trends in OTC products by category

Sales in most categories have increased over the past four years, with the exception of smoking cessation and medicated mouthwash, where sales have slightly decreased overall.



Top 20 brands by sales

RB continued to dominate the branded OTC medicines market in 2016, with 6 products in the top 20 brands. Retailers' own label products had an 18.7% share of the market.

Category	Rank 2016 (change and rank 2015)	Brand name	Sales 2016 (£m)	Manufacturer
-	1 (◀▶)	Own label	490.2	n/a
●	2 (◀▶)	Nurofen	116.8	RB
●	3 (▲4)	Calpol	66.3	Johnson & Johnson
●	4 (▼3)	Nicorette	66.0	Johnson & Johnson
●	5 (◀▶)	Lemsip	63.9	RB
●	6 (◀▶)	Gaviscon	62.0	RB
●	7 (▲8)	Solpadeine	43.1	Omega Pharma
●	8 (▲12)	Voltarol	39.3	GSK
●	9 (▼7)	Canesten	39.2	Bayer
●	10 (▼9)	Optrex	39.1	RB

Category	Rank 2016 (change and rank 2015)	Brand name	Sales 2016 (£m)	Manufacturer
●	11 (▼10)	Benylin	36.8	Johnson & Johnson
●	12 (▼11)	E45	35.5	RB
●	13 (▲15)	Sudafed	34.4	Johnson & Johnson
●	14 (◀▶)	Strepsils	34.4	RB
●	15 (▲17)	Imodium	32.7	Johnson & Johnson
●	16 (▼13)	Halls	32.5	Mondeléz International
●	17 (▼16)	Nicotinell	31.2	GSK
●	18 (◀▶)	Rennie	29.8	Bayer
●	19 (◀▶)	Seven Seas	25.7	Seven Seas
●	20 (▲21)	Covonia	23.8	Thornton & Ross

Source: Data provided by RB 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 02 weeks to 24 December 2016. InfoGraphic: W Gonzalez