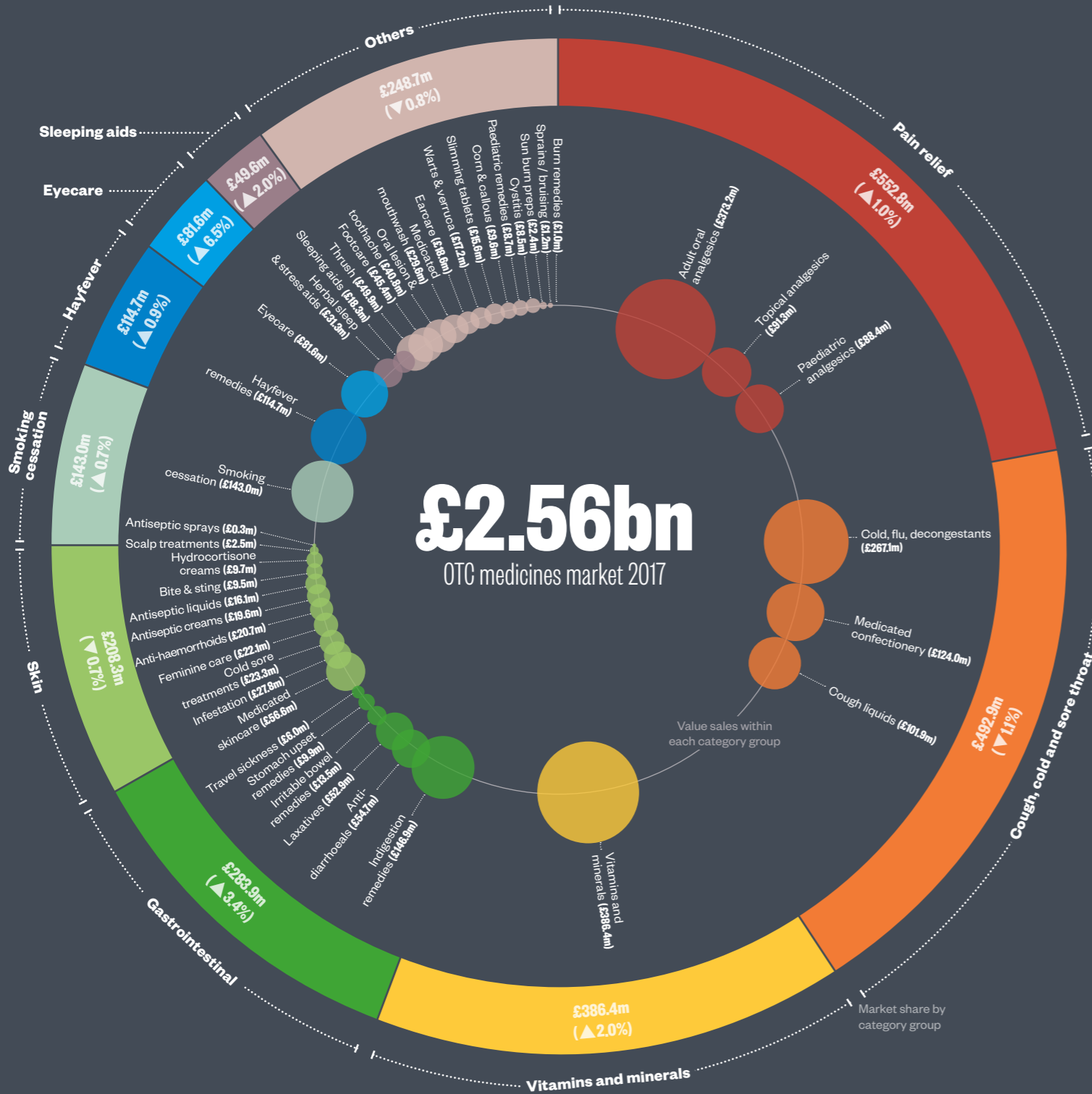


BREAKDOWN OF THE OTC MEDICINES MARKET IN BRITAIN IN 2017

The over-the-counter (OTC) medicines market grew by almost 1% in 2017 to reach £2.56bn. Although pain relief remains the highest value category group, the most growth was seen in eye care and gastrointestinal products.

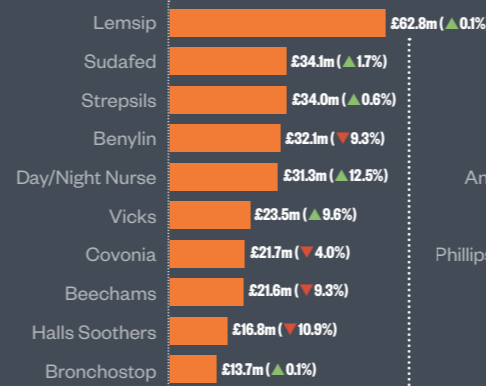
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Top brands and manufacturers

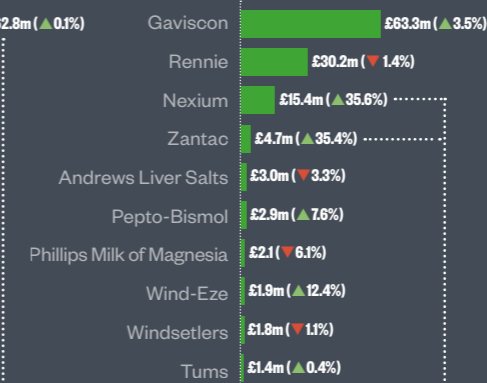
The charts below show the top 10 brands within five popular categories and the companies that dominate these categories.

Cold, flu, decongestants



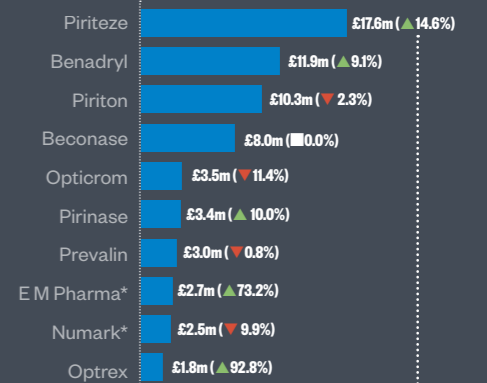
Lemsip leads the top 10 cold, flu, decongestants category, with growth of 0.1% compared with 2016. Benylin, Covonia, Beechams and Halls Soothers retain their top 10 ranking despite falls in sales

Indigestion remedies



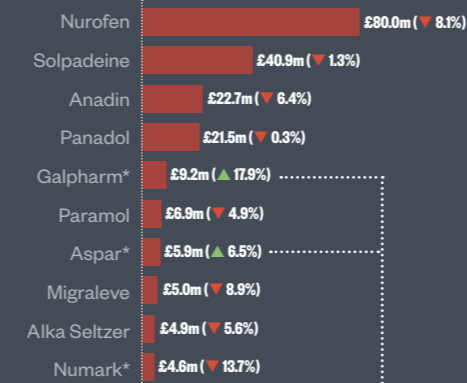
Nexium and Zantac both saw around a 35% increase in sales compared with 2016 but Gaviscon remained the top brand in this category

Hayfever



Piriteze is the top-selling brand in the hayfever category and saw a 15% increase in sales compared with 2016

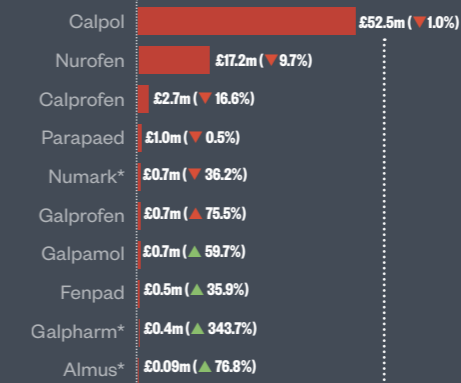
Adult oral analgesics



Sales of the top 10 adult oral analgesics have decreased compared with 2016, with the exception of Galpharm and Aspar brands, which have increased

*These products are generic brands

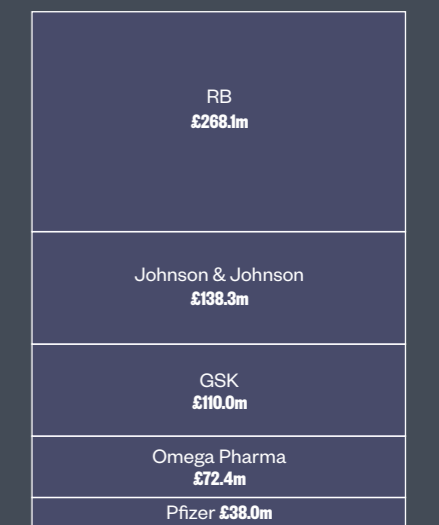
Paediatric analgesics



The top three paediatric pain relief brands remain the same in 2017, despite a fall in sales value for each. Calpol leads, with more than three times the sales of its closest competitor Nurofen

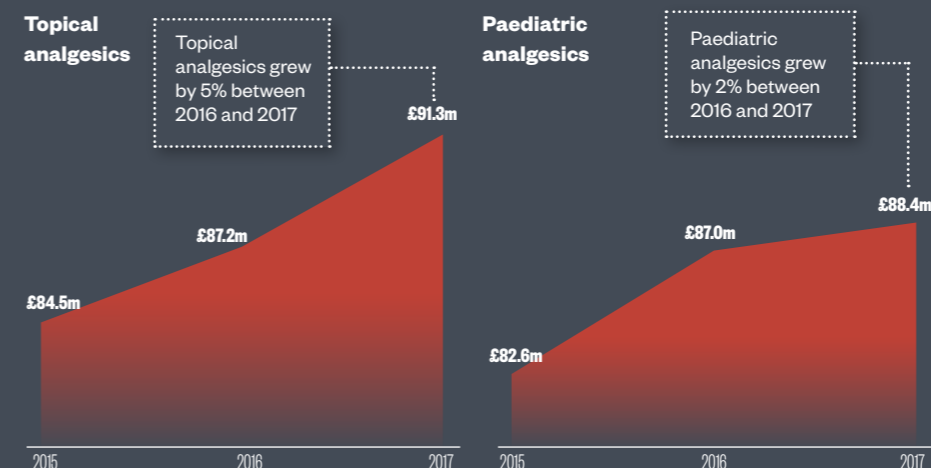
Top manufacturers

RB dominates with Nurofen, Lemsip and Gaviscon. Johnson & Johnson is its closest competitor, with Calpol, Sudafed and Benylin



Targeted pain relief takes off

Both topical and paediatric pain relief categories grew during 2017, while adult oral analgesics stagnated.



Source: Nielsen Scantrack, which covers all independent and multiple pharmacies, supermarkets (including in-store pharmacies) and impulse stores in Great Britain. Category data is for 52 weeks to 30 December 2017. Brand data is for 52 weeks to 9 September 2017. These data originate from a different source to those used for our previous OTC market infographics so they are not directly comparable.