

## Health Products 2013 – Executive Summary

This report examines consumer attitudes towards, and usage of, non-prescription medicines.

The non-prescription medicines market is defined as all products that are marketed as having a medicinal use, but are available to the consumer without a doctor's prescription. These products are usually referred to as over-the-counter (OTC) medicines and comprise products that can be sold only through a pharmacy ('P' products), as well as those which are available on open shelves in pharmacies, supermarkets, general stores and other outlets, including the internet.

The report covers a wide range of therapeutic categories principally:

- Analgesics
- Cough, cold, flu and sore throat remedies
- Gastrointestinal remedies
- Hay fever and allergy treatments
- Dermatological treatments
- Herbal and homeopathic remedies
- Vitamin and mineral supplements
- Minor ailment remedies

### Methodology

For this report, a survey was commissioned amongst YouGov's online panel. This survey was conducted among a nationally representative sample of 1,055 adults aged 16 and over, with fieldwork taking place over the period 7-10 May 2013.

Topics covered in the survey and throughout this report include:

- **Current health status** –self-perception of current health, whether lifestyles could be healthier and, if so, how this could be achieved.
- **Non-prescription medicines** –which non-prescription medicines people take or carry on their person, what they are used for and where they are bought.
- **Health ingredients** –awareness and knowledge of the potential health benefits provided by various ingredients, e.g. vitamins, minerals, cod liver oil, probiotics.
- **Sources of advice** –who people usually turn to for advice on healthcare matters (e.g. GP or pharmacist), together with how trustworthy and useful these sources are considered to be.
- **Regulation** – whether people still feel confident in using non-prescription medicines, and if they feel more and/or tighter regulation is needed.

A copy of the questionnaire used can be found in the Appendix to this report.

Corporate data for the industry's major players are largely sourced from individual company websites, plus any relevant articles in the news, trade press and so on. Market data are based on official data supplied by the Office for National Statistics (ONS), as well as statistical data from trade bodies such as The Proprietary Association of Great Britain (PAGB), combined with various other sources.