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.

DAWN CONNELLY

The three largest categories in terms of sales in 2016 were pain relief (23.1%), cough, cold and sore throat (19.1%) and skin treatments (17.2%).

PAIN RELIEF
(Total: £603.5m)

POSSIBLE ERRORS:
- The infographic seems to have some minor inaccuracies or omissions, such as incorrect data or missing categories.
- The text may not fully capture all the details due to these potential errors.

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.

TRENDS IN OTC PRODUCTS BY CATEGORY

PAIN RELIEF
(Total: £603.5m)

Cough, cold and sore throat

Medicated confectionery

£104.7m Cough liquids

£122.0m Anti-dandruff treatment

£26.8m Head lice treatment

£121.5m Eye care treatment

£69.1m Vitamin and mineral (excluding anti-tiredness)

£21.9m Sleeping aids

£21.9m Herbal sleep and stress aids

£268.7m Pain relief

£546.7m £360.6m

£109.8m £59.2m

£135.6m £442.6m

£268.7m £132.8m

£500.8m £450.2m

Category Rank 2016 (change and rank 2015)

Brand name Sales 2016 (£m)

Manufacturer

1 (1) Own label 490.2 n/a

2 (2) Nurofen 116.8 RB

3 (4) Calpol 66.3 Johnson & Johnson

4 (3) Nicorette 66.0 Johnson & Johnson

5 (5) Lemsip 63.9 RB

6 (6) Gaviscon 62.0 RB

7 (8) Solpadeine 43.1 Omega Pharma

8 (12) Voltarol 39.3 RB

9 (7) Canesten 39.2 Bayer

10 (9) Optrex 39.1 RB

11 (10) Benylin 36.8 Johnson & Johnson

12 (11) E45 35.5 RB

13 (15) Sudafed 34.4 Johnson & Johnson

14 (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 (18) Rennie 29.8 Bayer

19 (20) Seven Seas 25.7 Seven Seas

20 (21) Covonia 23.8 Thornton & Ross

Category Rank 2016 (change and rank 2015)

Brand name Sales 2016 (£m)

Manufacturer

1 (3) Durex 39.2 RB

2 (11) E45 35.5 RB

3 (3) Sudafed 34.4 RB

4 (14) Strepsils 34.4 RB

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