NIQ

NIQ Snapshot

Post COVID Cold & Flu Trends

Seasonal peak volume for Remedy Categories have almost doubled post covid while Preventative Categories** continue to decline*

Seasonal peaks for Remedy Categories have grown from

1.4B to 2.7B

while peak volume for Preventative Categories fell

-27%

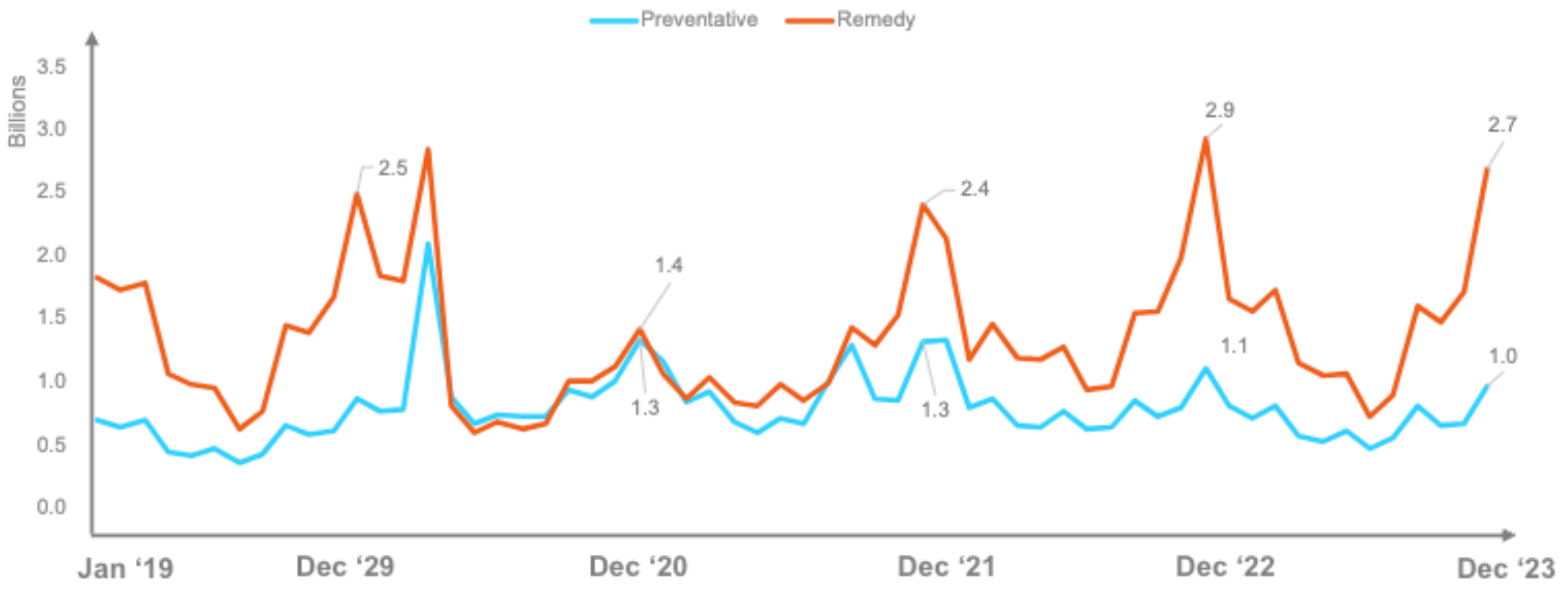
From Dec 2020 to Dec 2023

This trend has continued over the last

3 Years

and is expected to continue

Preventative vs Remedy Monthly EQ Volume Over 5 Years



*Remedy Categories include Cold & Flu, Cough, and Sore Throat
**Preventative Categories include Immunity Supplements and Vitamin C

Key Takeaways

As consumers revert to their pre pandemic behaviors, volume for Remedy Categories have bounced back and grown larger than pre-covid levels. While volume for Preventative categories continue to decline year over year, manufacturers should ensure their assortment levels are inline with the changing market.

Reach out to your NIQ representative to learn how you can optimize your assortment with NIQ's Advanced Analytics team!