

How to win in the OTC and Health Space



3 Key Takeaways

Find the right activation lever to pull

Unlock more consumption

Create a compelling brand narrative

OTC&H reaches all US households, spanning 12 vital categories that target consumers’ quality of life

The average OTC&H household spends \$800 on these products in a year!

OTC & Health includes:		
Ear Care	GI Care	Sleep & Alertness
Eye Care	Medical Accessories	Upper Respiratory
Feminine Care	Oral Hygiene	Vitamins and Supplements
First Aid	Pain Relief	Sexual Health

\$64B

Spent

7B

Units

\$800

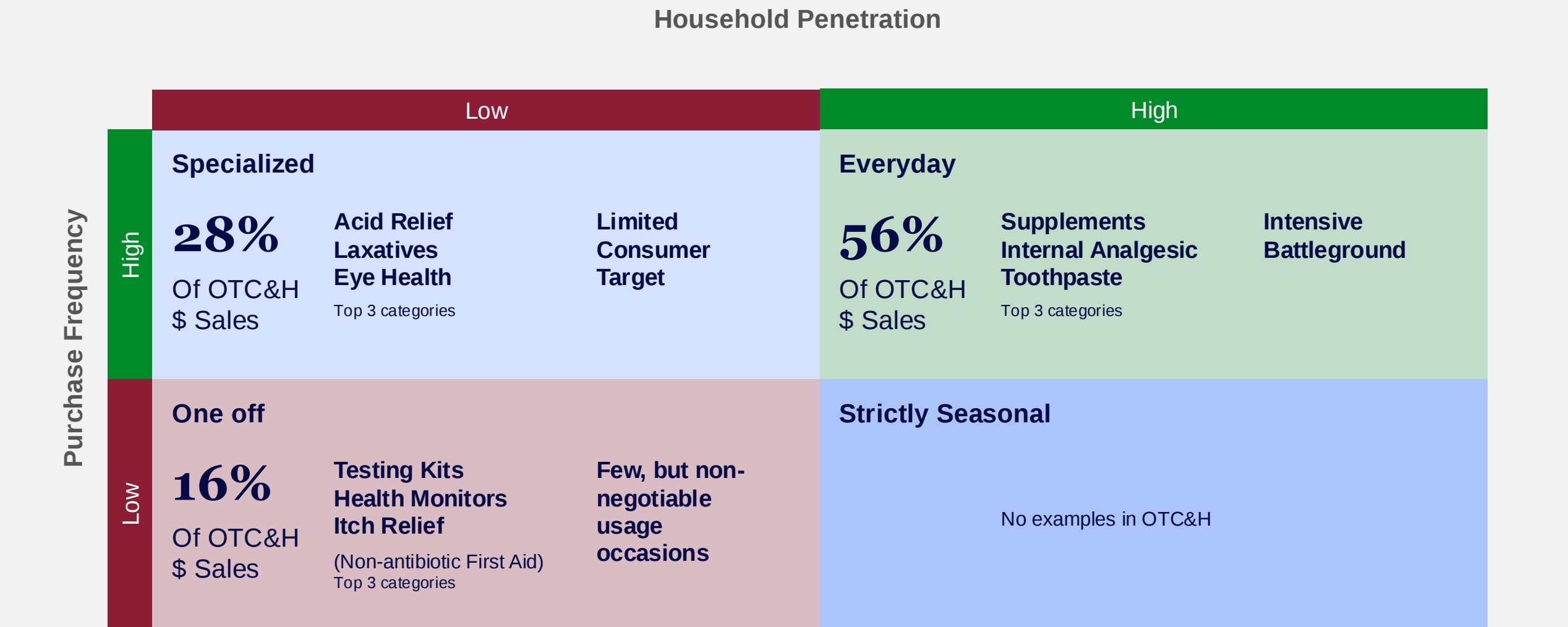
Yearly/households

All

US households purchase at least ONE category in a year

NIQ Total Store Syndicated | WE 6-1-24 | Custom Total OTC & Wellness
NIQ Omsnishopper Panel | WE 5-18-24 | Custom Total OTC & Wellness

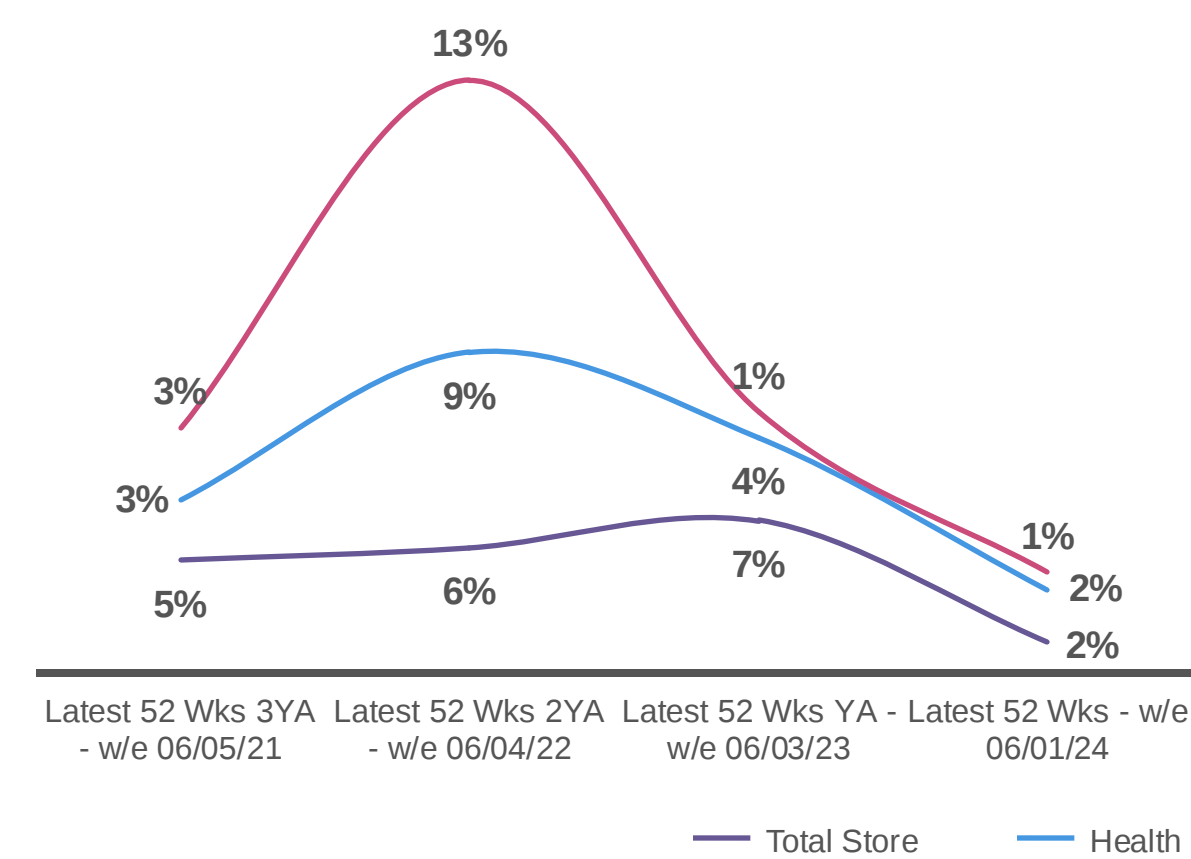
The role a category plays determines the challenge to be conquered and the route to success



Dataset: NielsenIQ Panel On Demand Omnishopper | US OSH - NDH Synd Full View - 444 5 yr | Entire Dataset
NIQ Total Store Syndicated | WE 6-1-24 | Custom Total OTC & Health – Category Level

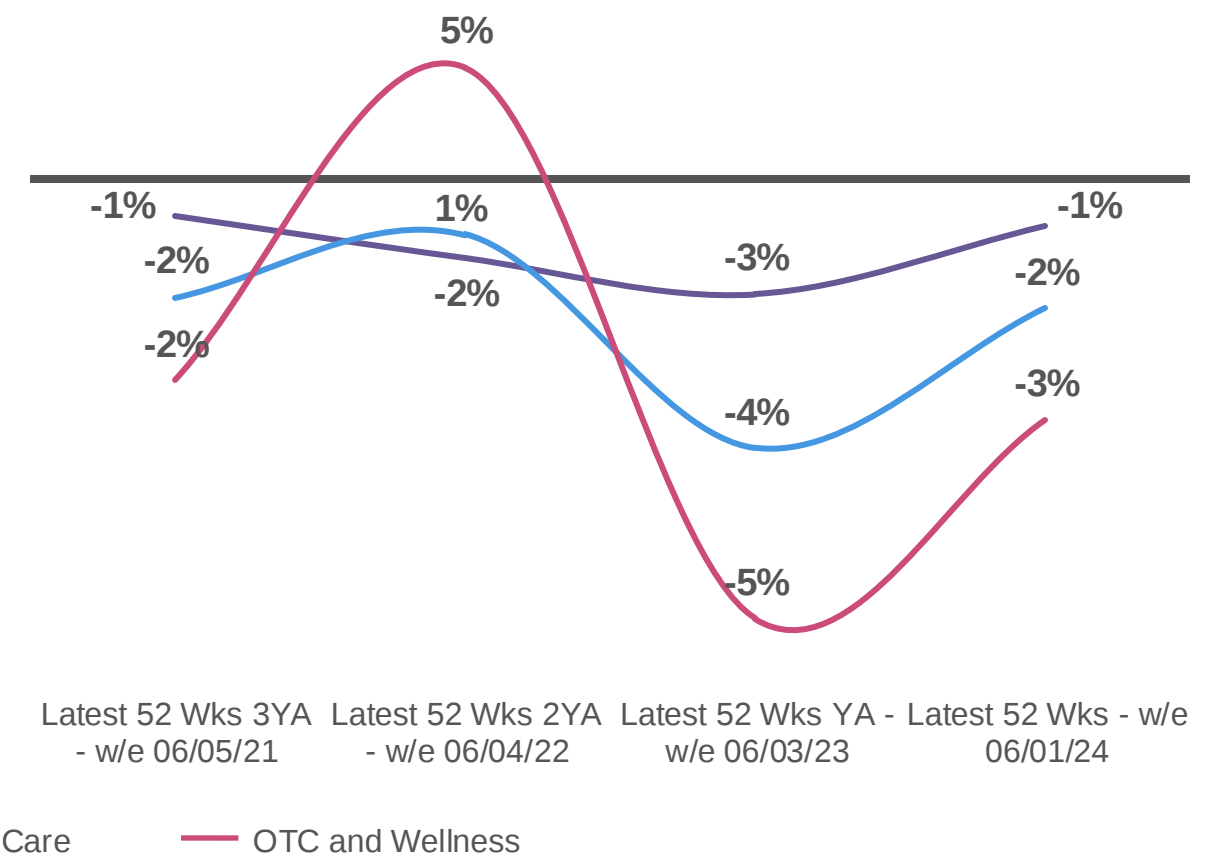
OTC&H creates more Dollars...

\$ % Chg vs YA



...despite Units going down

Unit % Chg vs YA



NIQ Retail Measurement Total Store Syndicated | WE 6-1-24 | Custom Total OTC & Health

Performance is diffused: Dollar development is driven by only 3 Super categories

With consistent Unit declines

OTC & Health Super Categories

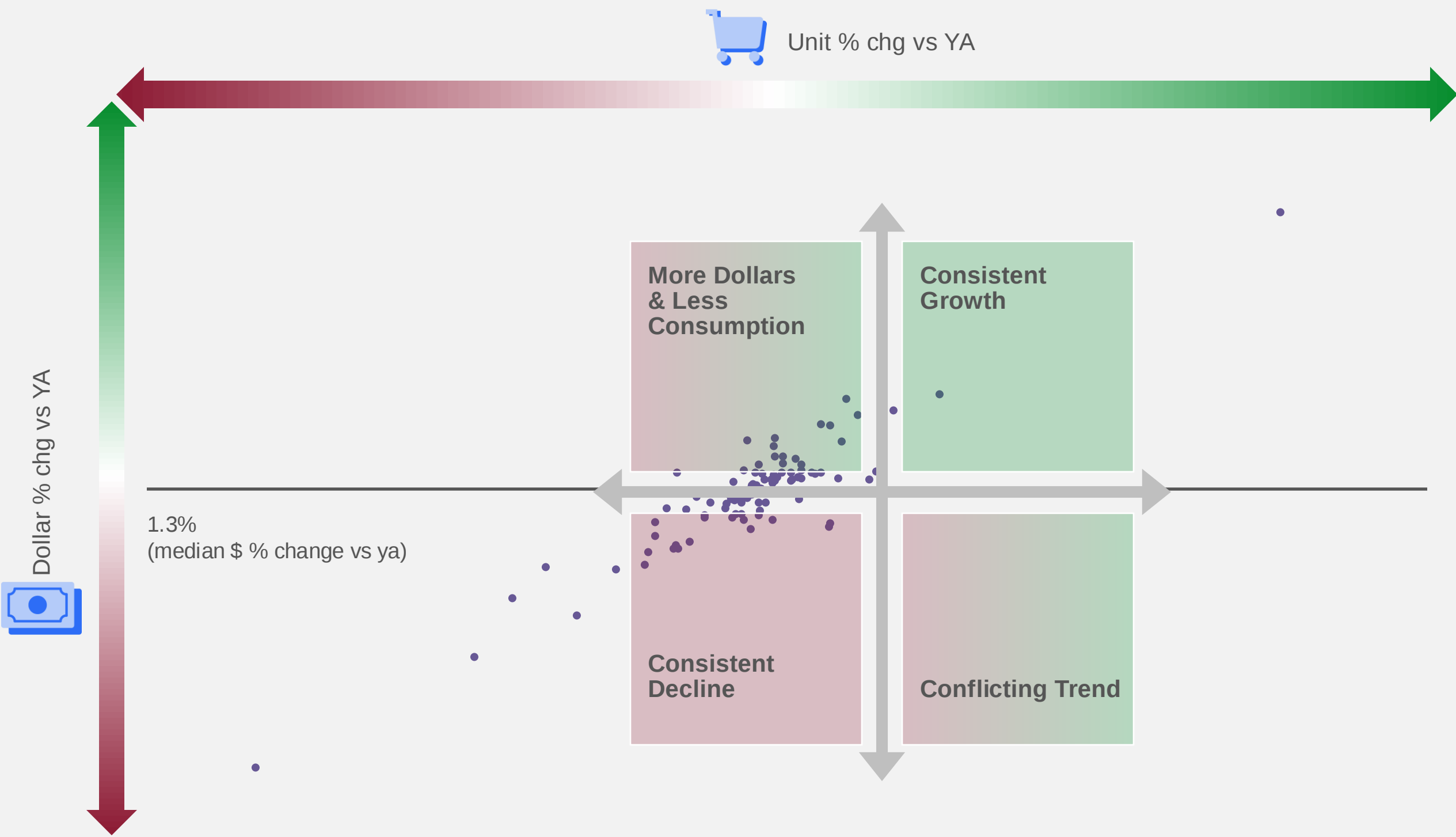


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Due to nuanced performances, dive deeper in categories to find opportunities

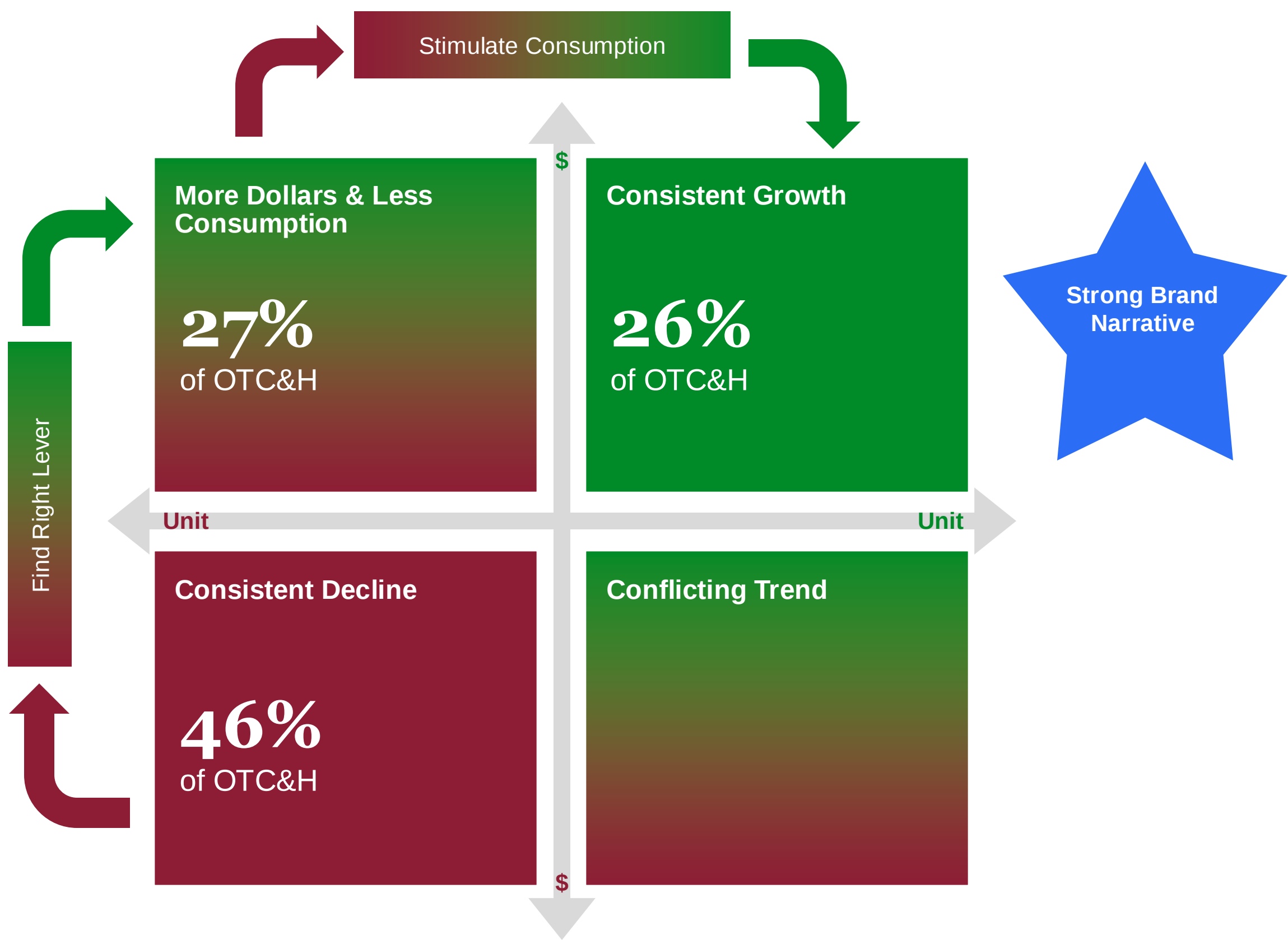
Learn with players in categories where Units and \$ grow

OTC&H categories | \$ and Unit Performance



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Take your business to the next level



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Context >			
Action >	Categories in Consistent Decline	Categories where Dollars Grow but Units go down	Categories in Consistent Growth
	Complex Landscape Internal + External Factors impact performance Find the right activation lever to pull: Distribution, Promotion, Innovation, Right Pack sizes	Disengagement, alternative treatments or even forgetfulness Unlock more consumption occasions by understanding consumer's path to purchase	GLP1 changing behavior in OTC Health enhancers & Prevention Trend Build strong brand narrative to protect shelf space and support velocity
One Off	Winners are... Creating Tech Disruption Innovating with new solutions Strategic and Intentional with Price		
Specialized	Creating New forms Offering Value Sizes Innovating with claims aligned to consumer trends	Understand job to be done, latent needs, focus on innovation that solves needs.	
Everyday	Increasing and protecting Distribution Strategic and Intentional with Promotion	Be thoughtful about how to structure survey questions to get insightful answers that lead to winning strategies. Partner with Health Care Practitioners to be part of recommendations and activate the right stores to serve shoppers where they are	In crowded shelves: protect a compelling brand narrative by: - Leveraging relevant claims - Leveraging critical product attributes - Showing shelf incrementality Identify strong innovation opportunities

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