

OTCS – INDIAN CONSUMER – 2018

Leverage the new norms of the OTC market in India. Help resolve consumers' concerns, which go beyond just cure, and offer holistic solutions to their ailments.



Rimpie Tulsiani, Sr. Beauty
& Personal Care Analyst,
India



Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Cash in on the exciting times in the OTC space; go beyond basic cure to provide health and wellness through this category
- Global retail market overview: OTC medications, 2018
- Pain and cough/cold/flu relief are the most active sub-categories across the regions
 - Graph 1: OTC medications NPD by sub-category and region, 12 months to April 2018
- Government's role: Manufacturing commitment in UP along with regulation norms
- OTC goes the online route
- Netmeds pharmacy: Online game
- Develop OTC products with natural ingredients
- Go beyond just the cure: Offer OTC for long-term benefits
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Address rising levels of air pollution with protective products focused on common cold, headaches etc
- Counter stress-related ailments like headaches and digestive issues
- Time-crunched urban dwellers look for quick remedies

Global trends and how they are playing out in India

- Indian consumers trust their traditions to cure their ailments
- Brands look back to natural and traditional elements in their OTC offerings
- Global snapshot: OTC medications meets Mintel Trends

CONSUMER INSIGHTS

- What you need to know

All about household ailments

- Cater to diversity of regions and incidences of various ailments experienced in India
 - Graph 2: Incidence of select ailments experienced in the household, May 2018
- Offer complete relief to the metro population from lifestyle-related complaints and aches

- Graph 3: Incidence of select ailments experienced in the household, by metros, May 2018

Attitude and interest towards OTC

- Deprioritise the South region, which is low on OTC consumption
 - Graph 4: Attitude towards OTCs, May 2018
- Urge women to reach for OTCs as their go-to treatment, especially when time-crunched
 - Graph 5: Select attitude towards OTCs, by gender, May 2018
- Focus on brand building and influencers
- Create brand equity and availability to stay on top
- Differentiate with newer OTC formats
 - Graph 6: Format preference for an OTC/VMS, May 2018

MARKET APPLICATION

- Opportunity: Key areas of focus

Opportunities

- Add multiple benefits to the regular pill
- Play on formats/flavours of OTCs to make them palatable to kids
- Go beyond just health – club health and beauty benefits in OTC products
- Extend benefits of common ingredients across health and beauty

Who's innovating

- Tiger Balm launched on-the-go neck & shoulder rub in line with changing lifestyles
- Sun pharma consumer healthcare launched Volini Maxx
- OTC brands are taking the FMCG route through advertising and celebrity endorsements

Global innovators

- Arbonne launches botanically based and vegan OTC pain reliever
- Water-based, anti-pollen and pollution spray targets men in particular
- Voltarol expands into non-medicated patches – to provide "8 hours of relief"
- Rohto eye drops promote ease-of-use and blur with beauty
- Easy-use patch/mask eye care formats
- Genuine Health promotes the inclusion of on-trend turmeric
- Ingestible formats blur with food to denote naturalness and ease-of-use

APPENDIX

- Consumer survey methodology
- Abbreviations and terms

MINTEL INDIAN CONSUMER - OTHER REPORTS AVAILABLE

About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✓ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✓ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✓ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([see Research Methodology Asia-Pacific for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850