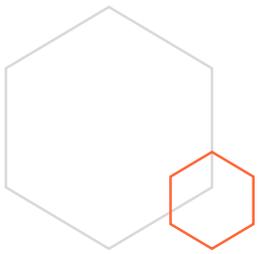




roamler

OVER-THE-COUNTER MEDICINE



INTRO

The use of **over-the-counter painkillers*** has been a controversial topic. Although some European countries only sell a restricted amount of medicines without prescription, we were curious to analyze the consumer behavior around the purchase of OTC painkillers, with a specific focus on “general pain” and “seasonal allergies”.



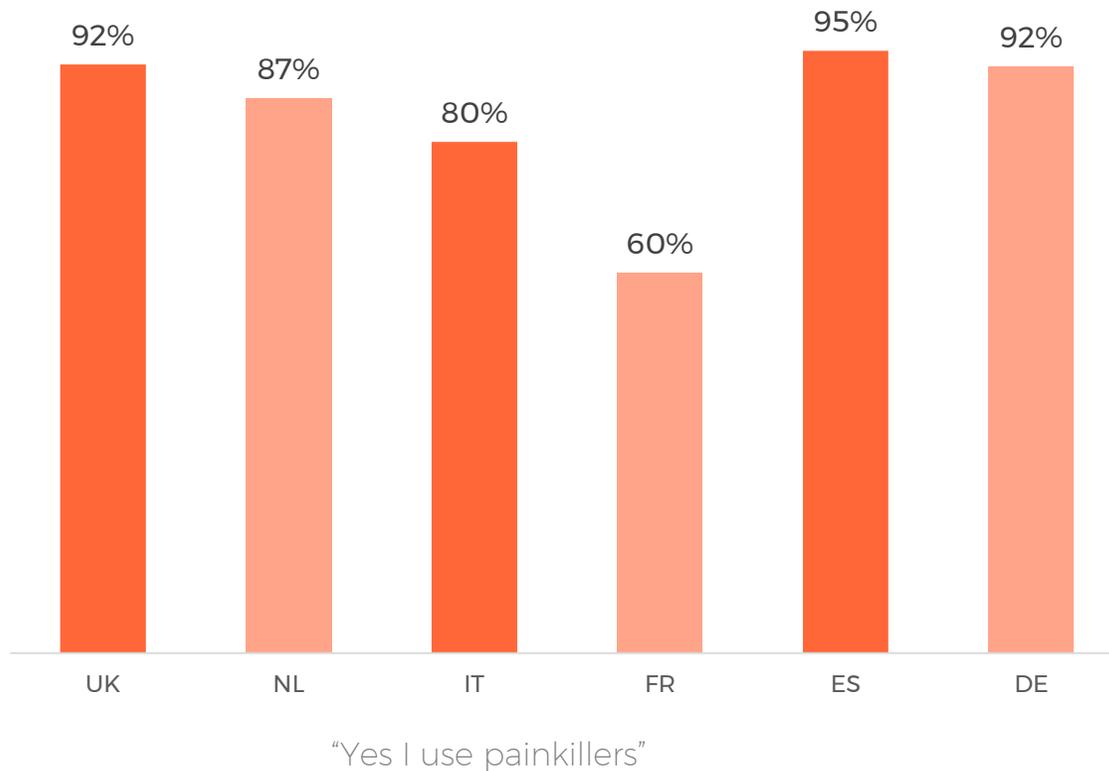
We've asked our large mobile community of shoppers to tell us about their OTC painkiller use, purchasing practices, and much more.

***Over-the-counter painkillers** are medicine that individuals can buy without prescription in pharmacies, drugstores and sometimes supermarkets.



FRENCH CONSUMERS BUY LESS PAINKILLERS

An average of **84%** of Europeans uses painkillers. French consumers, however, show a lower percentage when it comes to consuming OTC medicine (**60%**).

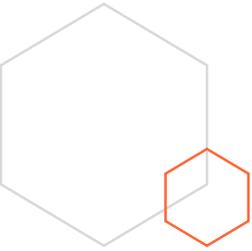


Why not?

Of the people that never take any painkillers, **56%** declares to never be in that much pain. And **47%** prefers avoiding taking any painkillers at all.

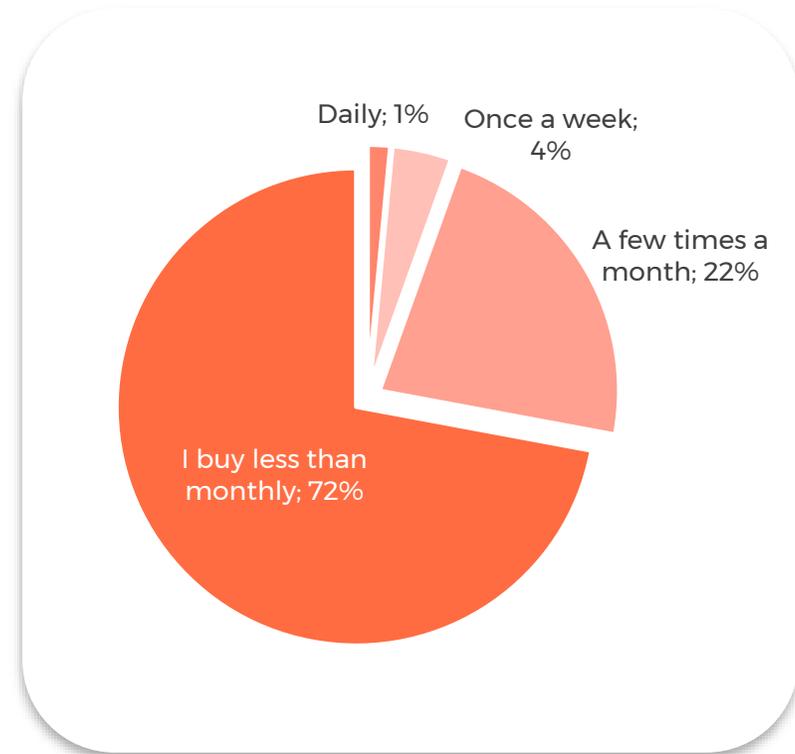
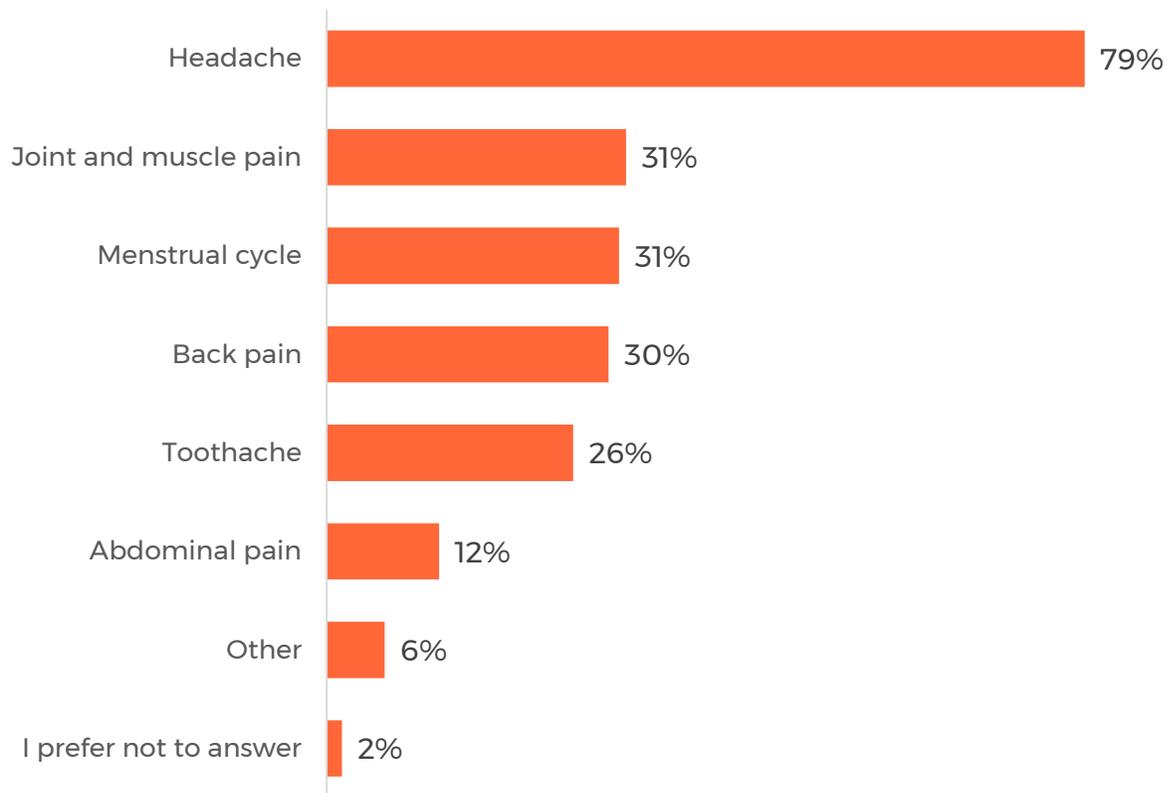
Natural curing methods like herbs, are less popular amongst Europeans (**15%**), as well as yoga or meditation (**8%**).





PAINKILLERS ARE BOUGHT LESS THAN ONCE A MONTH

An average of **72%** of Europeans, buys general over-the-counter painkillers less than once a month. These products are mostly used for headaches (**79%**).





DIVIDED PREFERENCE IN SHOPPING CHANNELS

The UK (**92%**) and Netherlands (**60%**) show a higher percentage for purchasing OTC painkillers in supermarkets. Consumers in the Netherlands also buy OTC medicine in drugstores (**79%**). On the opposite note, Italian, French and Spanish consumers, mostly shop at pharmacies.

The online channel is the least popular, even though some Germans (**19%**) shop online.



UK	NL	IT	FR	ES	DE
92%	60%	8%	1%	3%	4%



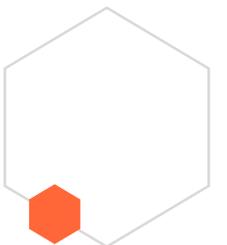
UK	NL	IT	FR	ES	DE
17%	79%	35%	12%	3%	10%

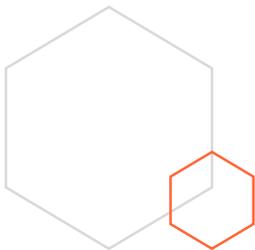


UK	NL	IT	FR	ES	DE
45%	22%	93%	97%	99%	92%



UK	NL	IT	FR	ES	DE
1%	2%	6%	0%	0%	19%





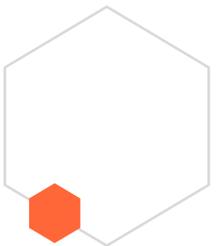
EUROPEAN PURCHASING DECISIONS

When making the decision which OTC painkillers to buy, most European consumers opt for well-known brands (48%).



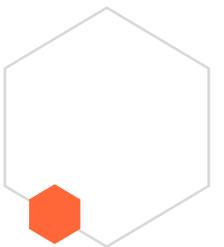
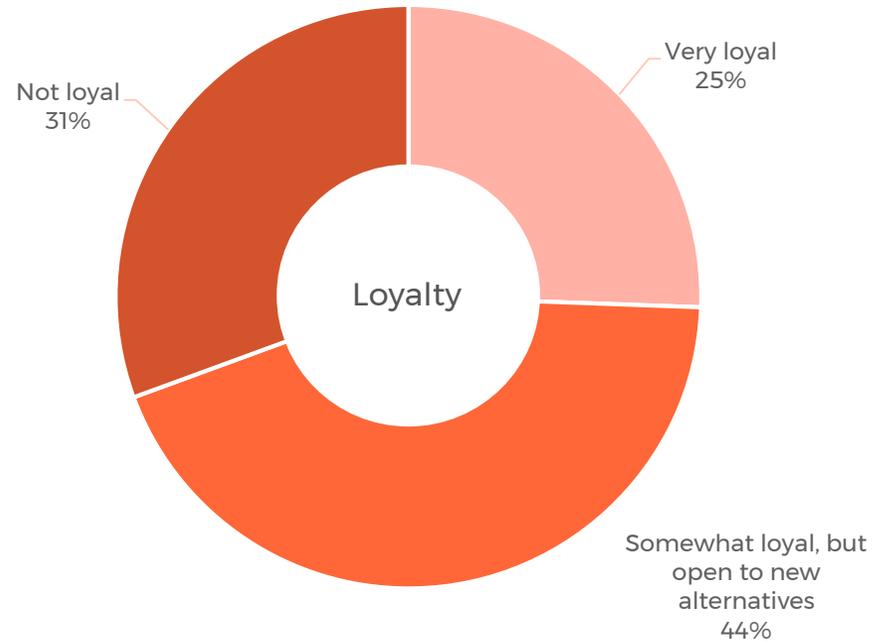
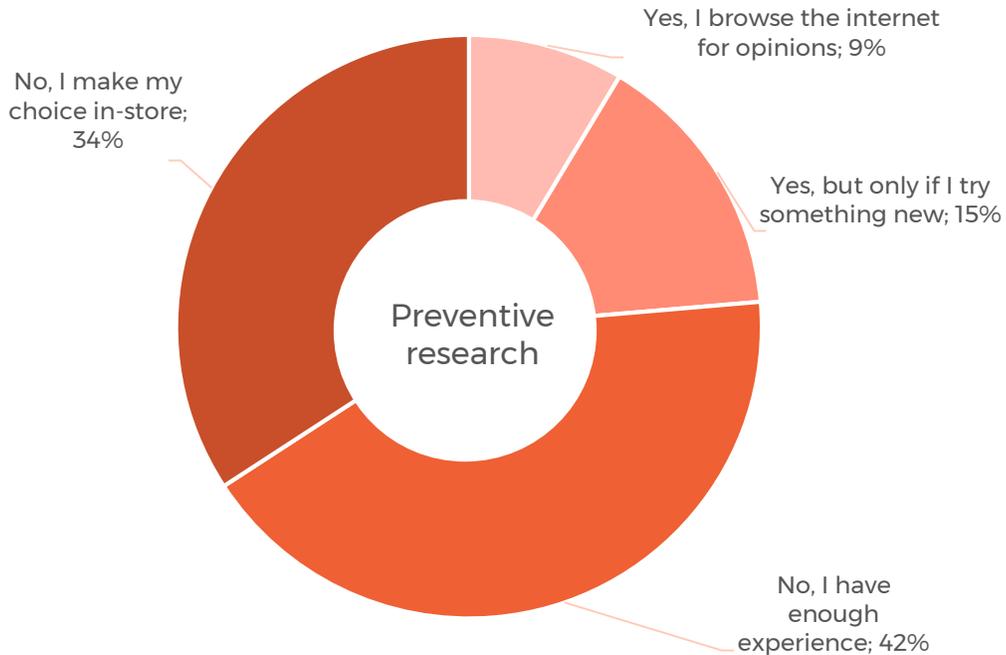
Fun facts

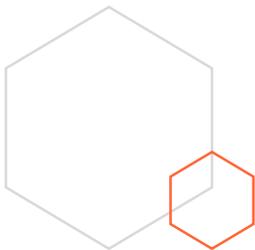
- In the Netherlands a higher percentage of consumers prefers private labels (80%).
- UK has the highest percentage of shoppers (50%) making their decision on price and promotion.
- The Netherlands and UK rely on GP's suggestions the least (both 8%).
- Italian (64%) and French (61%) consumers mostly trust well-known brands.



PATH TO PURCHASE AND BRAND LOYALTY

42% of Europeans do not make preventive research before purchasing OTC painkillers, mostly because they already have enough experience with them. 44% claims to be somewhat loyal to OTC painkiller brands. On the opposite note, 60% of Brits claim not to be loyal towards OTC medicine at all.

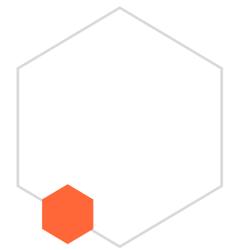


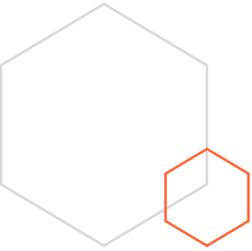


PREFERRED GENERAL PAINKILLER BRANDS

30% of consumers would look for these brands in other stores, if the product was not available in the initial store they visited.

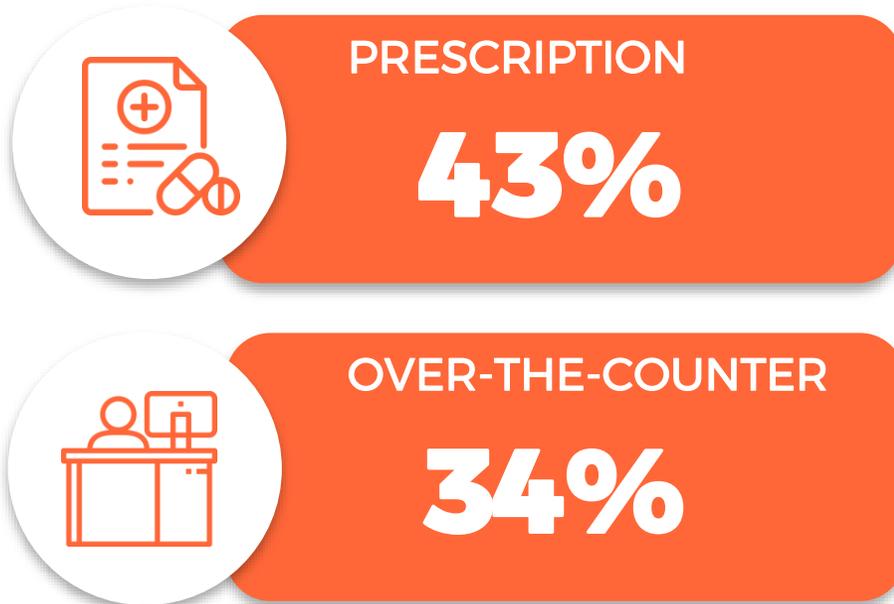
France	Germany	UK	Spain	Netherlands





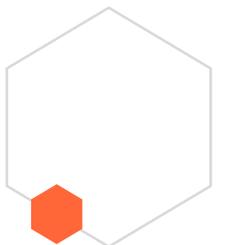
TO CURE ALLERGIES EUROPEANS PREFER PRESCRIPTIONS

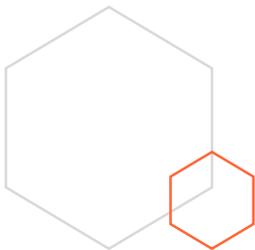
An average of **26%** of Europeans takes some form of seasonal allergy medicine. For this purpose consumers prefer relying on prescription medicine rather than OTC.



Fun fact

The UK (**73%**) shows a remarkably higher percentage of consumers buying over-the-counter allergy medicine than the rest of Europe.





TABLETS ARE THE PREFERRED ALLERGY REMEDY



83%

takes tablets



48%

uses nasal sprays



29%

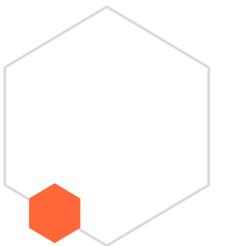
uses eyedrops

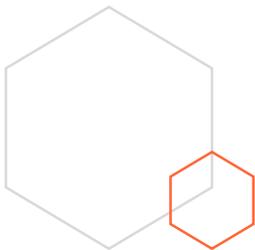


4%

uses a cream / gel

For Italian (82%), French (93%), Spanish (100%), and German (90%) consumers, the pharmacy is the most popular channel to buy anti-allergy products. The drug store channel is, instead, the most popular for Dutch shoppers (78%), whereas Brits mostly shop in supermarket (89%).

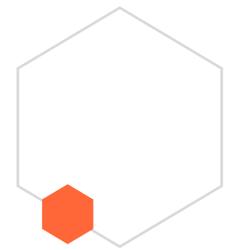


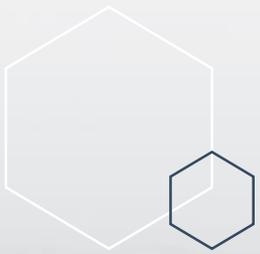


PREFERRED ANTI-ALLERGY BRANDS

33% of consumers would look for these brands in other stores, if the product was not available in the initial store they visited.

France	Germany	UK	Spain	Netherlands
				
				
				





CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of April 2019. The purpose was to determine the crowd's purchasing practices when it comes to over-the-counter medicine. The findings take into account data collected from **4.302** respondents, located in Italy, Spain, The Netherlands, Germany, France and the UK.

Would you like to receive more information?

Contact us at press@roamler.com

www.roamler.com

