

The COVID-19 Effect on Healthcare OTC Brands

Trips are down but shoppers are spending more on OTC products than before the pandemic, per Catalina's Buyer Intelligence Database. Whether they're looking to stay healthy or treat COVID-19 symptoms, their underlying shopping habits have changed as well. Nearly half of consumers showed disloyalty to their favorite brands.

Spending Up Overall

9/5/21 - 11/13/21 vs 2YAGO



+19%
Dollars per trip

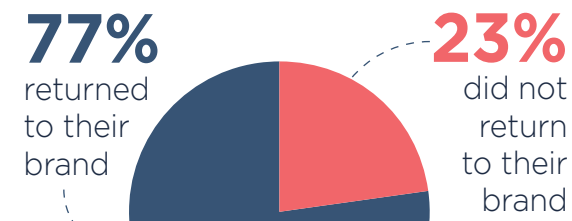


+13%
Total dollars per store

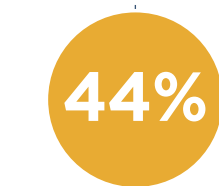


OTC Brand Preferences Shift

Brand Loyalty analyzed:
Post COVID Lockdown
(6/1/20 - 11/14/21) vs. Pre-COVID
(Year ending 2/29/2020)



Of those who returned



Decreased their brand loyalty

OTC Sales Rise Across Categories

Analysis Periods: 9/1 - 11/10 of each year

● 2021 vs. 2020 ● 2021 vs. 2019 ● Top brand sales (2021 v. 2020)

Immunity boosting supplements

+14.1%
+86.7%
+11%



Nature Made

Sleep aids

+12.9%
+44.8%
+18%



Natrol

Vitamins

+9.5%
+31.2%
+12%



Nature Made

Cough & cold remedy

+61.8%
+4.5%
+94%



Mucinex

Nasal sprays/asthma remedies

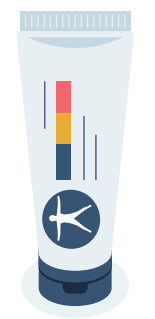
+29.4%
+23.6%
+32%



Afrin

External analgesics

+5.5%
+23.9%
+8%



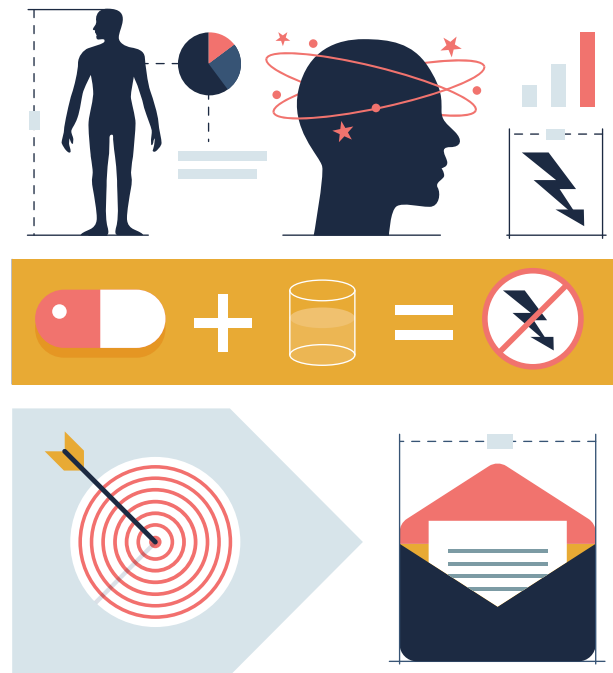
Icy Hot

How to meet new OTC brand demand?

Catalina's Buyer Intelligence Database shows that shopper behavior varies greatly by OTC category and has been impacted by persistent out-of-stocks.

Discover how to attract these cohorts to your brand:

New enthusiasts



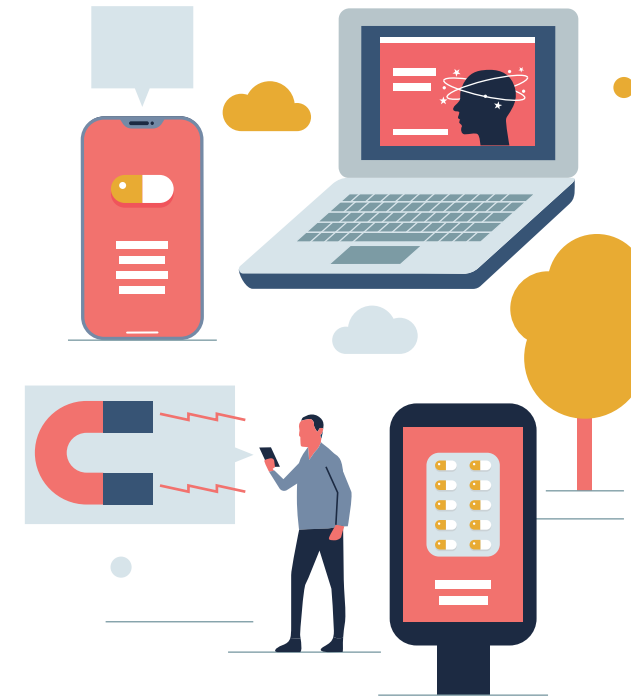
Proactively target these shoppers and tailor your messaging to the benefits and attributes that brought them to your brand.

Symptom busters



Promote your brand's reputation and link to treating specific symptoms. Reinforce and amplify correct usage through social and new media.

Lapsed users



Use sequential messaging through mobile and digital ads, CTV, and Out-of-Home. Offer "re-trial" incentives to those who don't respond to advertising.

Vulnerable brand loyals



Review your pricing and promotion strategy to regain preference for your brand and remember it's less expensive to keep current customers than gain new ones.

Learn more about Catalina to activate the right OTC audiences with actionable insights. Visit www.catalina.com or email results@catalina.com

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