Consumer Health in the United Kingdom

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Retailing developments
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Slower growth for analgesics in 2023 following strong cold and flu season in 2022
Consumers trade down to private label amid cost-of-living crisis
Regulatory change provides opportunity for topical analgesics/anaesthetic

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Spate of launches provides positive outlook for eye care

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KEY DATA FINDINGS

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Dietary supplements continues to outperform vitamins
“Beauty from within” continues to supports sales of collagen and evening primrose oil

PROSPECTS AND OPPORTUNITIES
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Parental interest in natural remedies remains strong in the UK

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