

NOW AVAILABLE FOR IMMEDIATE PURCHASE . . .

# 2010 INTERNATIONAL Study of OTC Form & Flavor Preferences

Findings reported in the **2010 International Study of OTC Form and Flavor Preferences** include, in addition to form and flavor preferences, the prevalence of ailments commonly treated with OTC medications, the overall use of OTC medications including natural/herbal remedies, the indications for which they are taken, perceived effectiveness of various forms and outlets in which OTC treatments are typically purchased. Surveys were conducted in the following countries . . .

- Brazil ■ China ■ France ■ Germany ■ India ■ Italy ■
- Mexico ■ Russia ■ United Kingdom ■

Findings reported include:

#### GENERAL HEALTH & PRODUCT PURCHASING

- Incidence of common ailments
- Prevalence of Rx, OTC, Herbal/Natural remedy use
- Purchase outlets typically use

#### CONSUMER FORM USE, FREQUENCY OF USE &

##### FORM PREFERENCE BY INDICATION:

- HEARTBURN / ACID REFLUX / INDIGESTION
- NASAL AND SINUS CONGESTION
- BODY ACHES AND PAINS
- ALLERGIES □ COLD / FLU □ COUGH
- SORE THROAT □ HEADACHE □ FEVER

#### FLAVOR PREFERENCES BY FORM:

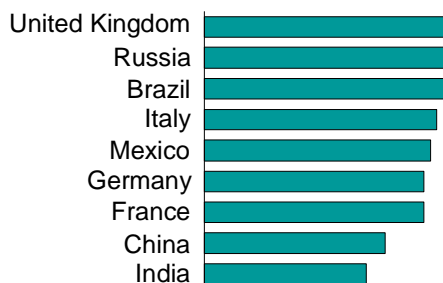
- chewables □ liquids
- lozenges / hard candy
- forms dissolved in water

#### FORM & FLAVOR RELATED ATTITUDES

#### REPORT EXCERPT --

*"Use of non-prescription medications exceeds prescription medication use for common ailments by the widest margin in the UK and Russia."*

#### Past-Year OTC Use for Common Ailments



<b>COST</b>	WESTERN EUROPE (n=1,270) –	
	UK, France, Germany, Italy . . . . .	<b>\$25,000.</b>
	BRIC (n=2,490) – Brazil, Russia, India, China . . . . .	<b>\$34,000.</b>
	MEXICO (n=646) . . . . .	<b>\$10,500.</b>

All prices are subject to New Jersey or New York sales tax where applicable.

Custom selected groupings of individual countries are also available.  
Please call for pricing and delivery details.

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

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