J&J showcases new diabetes approach

The front-end opportunity surrounding patients with diabetes is significant. Diabetes patients are spending between $1,000 and $2,500 each year on diabetes supplies alone, noted Sally Manoufar, senior manager health and wellness at Johnson & Johnson, during a recent GMDC webcast. According to Johnson & Johnson research, the front-end basket of a diabetes patient is five times larger than that of a patient who doesn’t have diabetes.

Johnson & Johnson recently showcased their new approach to helping retailers serve their diabetes patients across the entire healthcare ecosystem at the National Association of Chain Drug Stores Total Store Expo in Boston last month. The company featured the Diabetes Collaboration Zone, where a cross-functional team armed with a wide range of expertise — from product knowledge, technology and design to behavioral science — met with retailers to discuss opportunities to better serve the diabetes patient.

“We believe that Johnson & Johnson is optimally positioned to address the diabetes challenge with the breadth and scale of our solutions to meet patient, consumer and healthcare provider needs,” said Ty Lee, VP Americas, Johnson & Johnson Diabetes Care Companies. “However, no one enterprise can tackle this epidemic alone. We hope to create an environment where our industry can co-create solutions to best deliver meaningful support, with the goal of improved health outcomes to people living with diabetes.”

Nielsen: Consumers with diabetes spend 35% more on OTC products

Consumers with diabetes spend 35% more on OTC products than the average consumer, noted Jeff Gregori, group VP consumer and shopper analytics for Nielsen, during a recent presentation at the National Association of Chain Drug Stores Total Store Expo. “That’s hands down more than any other ailment,” he said, and it’s because they face so many challenges beyond their initial diagnosis.

For example, according to the 2015 Nielsen Diabetes Survey, 63% of diabetics who received their diagnosis within the past two years struggle with weight control, and 40% find staying fit or in shape challenging. And that doesn’t get much better after time, Gregori noted, because as many as 60% of diabetics who had been diagnosed more than 5 years ago still struggle with weight control, and 39% with staying fit or in shape.

“There is a real logical connection between that 35% that the overall diabetic spends on OTC,” Gregori said. “The reason for that is they’re struggling. They are struggling in the beginning, and [the OTC spend] is a consequence of that struggle.”

All told, sales of product with a diabetes-specific focus increased 5.1% in 2015, Nielsen reported, reaching $592 million in total sales.

Diabetes Statistics

- 5% of the population currently have diabetes.
- 7% of total U.S. healthcare costs are spent on diabetes.
- 29.1 million people have diabetes.
- 41% of people with diabetes have a diagnosed condition.
- 31% of people with diabetes have a co-diagnosis of another condition.
- 12% of people with diabetes have a co-morbid condition.
- 30% of people with diabetes have a co-morbid condition.
- 20% of people with diabetes have a co-morbid condition.
- 10% of people with diabetes have a co-morbid condition.

The Diabetic Consumer

According to Nielsen, American consumers spent $592 million on OTC products in 2015.

Source: Nielsen
No. 1 Flonase to face strong competition

The allergy space will continue to heat up significantly in 2017 as marketers pollinate the airwaves with advertisements promoting their latest brand introductions. GSK Consumer Healthcare will have its hands full defending the Flonase franchise, now the No. 1 allergy remedy on the market. Not only is there another nasal corticosteroid on the market — McNeil Consumer’s Rhinocort launched earlier this year — but Flonase faces increasing private-label and brand competition.

Nexium 24HR remains leader ahead of private-label launches

Pfizer’s Nexium 24HR is the clear leader in the digestive aisle. However, in March 2017, store-brand versions of Nexium 24HR will be available. Perrigo has already secured a tentative approval from the Food and Drug Administration for its OTC Nexium 24HR generic equivalent. “We are currently working with our retail customers in making plans to launch the item as soon as possible after the late March 2017 market exclusivity period expires for the national brand,” John Hendrickson, Perrigo president and CEO, recently told investors.

The No. 3 player in the antacid tablet space — Boehringer Ingelheim’s Zantac 150 — is maintaining marketshare. And BI recently introduced a 2-in-1 antacid that combines the fast-acting heartburn relief of calcium and magnesium with the H2 blocker famotidine. Trading on its Zantac heritage, the new brand is called Duo Fusion.

New products boost external analgesic rubs

Quest Products is looking to break onto the external analgesic scene with CopperFixx, a balm that combines the analgesic properties associated with copper and arnica. “Copper has always been known to help relieve the aches and pains of certain afflictions,” said Don Ryan, president and CEO of Quest Products. “Until now, no one had figured out how to produce it in a consumer-friendly form.”

Other brands continuing to lead the way were Blue Emu ($28.6 million, up 20.1%), Australian Dream ($23.1 million, up 20.7%) and Boiron’s Arnicare ($19.1 million, up 19.7%).

Another recent launch of note is NFI Consumer Products’ Lidocare (4% lidocaine), which will be the only water-free lidocaine pain relief patch available to consumers due to patented technology.
Innovation, performance, value keys to foot care

The foot care category is still dominated by Bayer Consumer’s Dr. Scholl’s, which generated $291.9 million in sales for the 52 weeks ended June 4, on a 6.8% decline, according to Nielsen data as provided by Implus.

Store brands gained 7.4% in that time frame to $65.6 million, and Implus gained 47.5% with the Airplus brand to $40.7 million.

“The foot care consumer is still looking for products that work,” Steve Head, Implus EVP sales, told Drug Store News. “Our focus on innovation and performance while keeping a keen eye on value has been the key to our success,” he said. “With five new items launching in 2017, we are confident that we can continue to help consumers with their foot needs and retailers drive sales.”

Clear Eyes launches preservative-free drops

Prestige Brands earlier this year celebrated the launch of Clear Eyes Pure Relief, the first preservative-free eye drop in a multi-dose bottle to hit shelves in the United States. Clear Eyes Pure Relief also will be the focus of a new television advertisement with the voiceover of Vanessa Williams, longtime Clear Eyes spokesperson.

“We’re going to aggressively support this with both the consumer and the trade,” Joseph Juliano, VP marketing for analgesics, eye care and marketing services at Prestige Brands, told Drug Store News. “From a consumer standpoint, we have a national TV and digital campaign, which started in April, [and] we’re speaking with healthcare professionals to make them aware of our multi-dose, preservative-free bottle. From a trade standpoint, we’re aggressively investing in shopper marketing to make sure that the shopper is aware of this new solution.”

The eye care category is currently thriving, Juliano said. “Dry eye syndrome continues to be an issue for older consumers, [and] a product like Pure Relief is a good solution for them.”