

A woman in a patterned dress is walking through a lush green field. In the foreground, a large, semi-transparent sign is positioned, containing text in Slovenian and English. The background is a dense forest of green trees.

Raziskovanje potrošaških  
trendov in posledice za OTC  
marketing



# When thinking about your clients, what comes to mind?

age

diagnosis

urban/rural

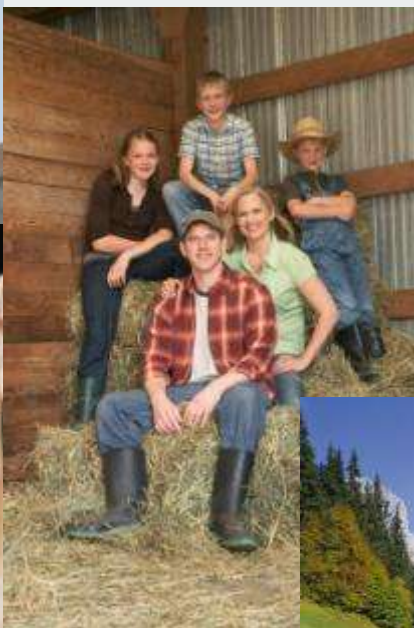
who influences them?

income & available income

who buys & who uses

education

region



# But what about soft criteria?

What is **important** to them?

How do they want to **feel**?

What is **exciting** and what is **boring**?

Where do they **want** to go?

What do they **strive** for?



# When researching soft criteria, one can follow many paths...

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## **global system**

Usefull for global brands

VS

## **locally specific solution**

useful for all brands

## **long-term system**

Good for understanding  
wider context and trends

VS

## **focus on a specific moment**

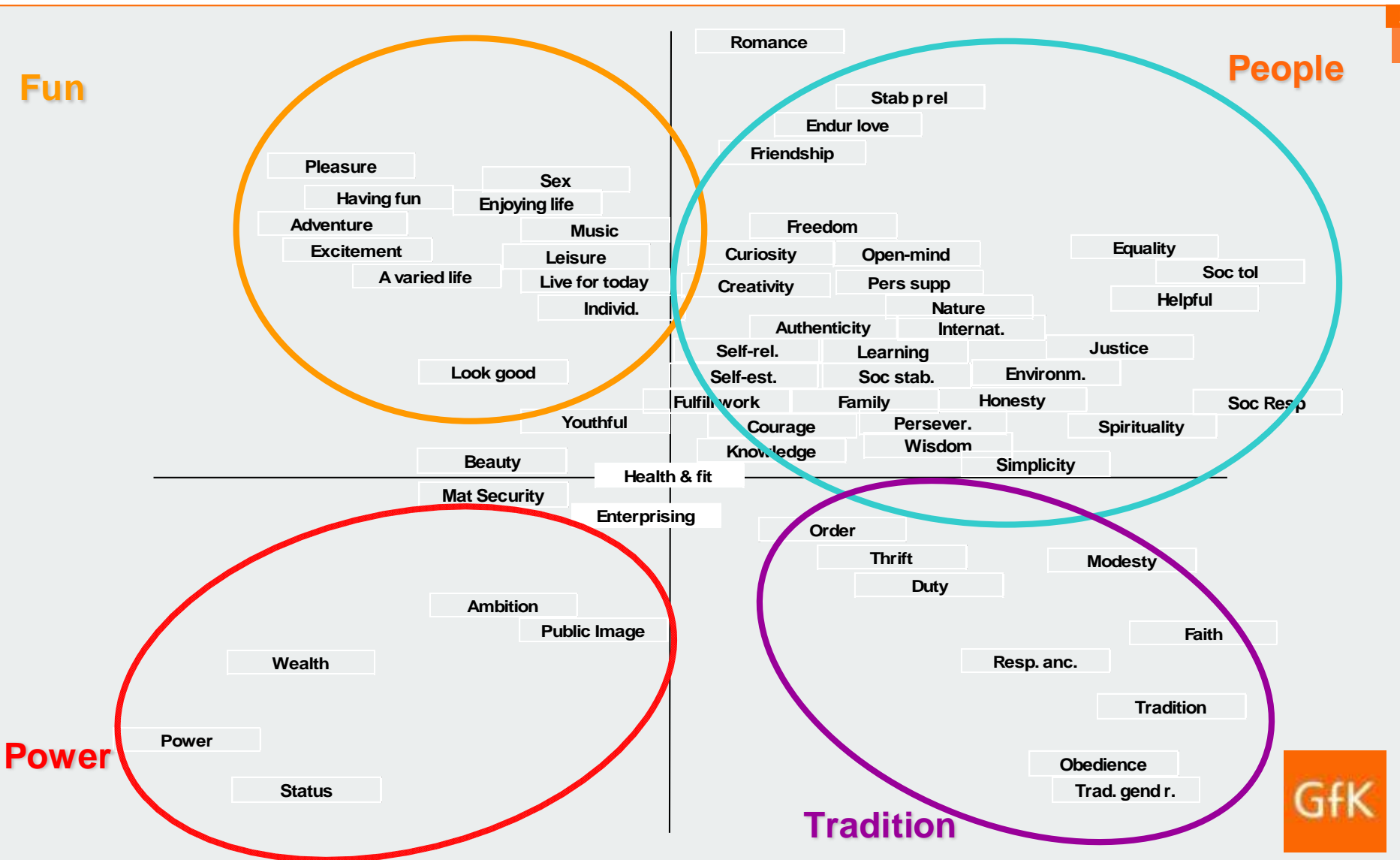
good for sppecific one-time  
event (year 2k or a football cup)

## **general attitudes**

VS

## **cathegory specific**

# A system of global life-values



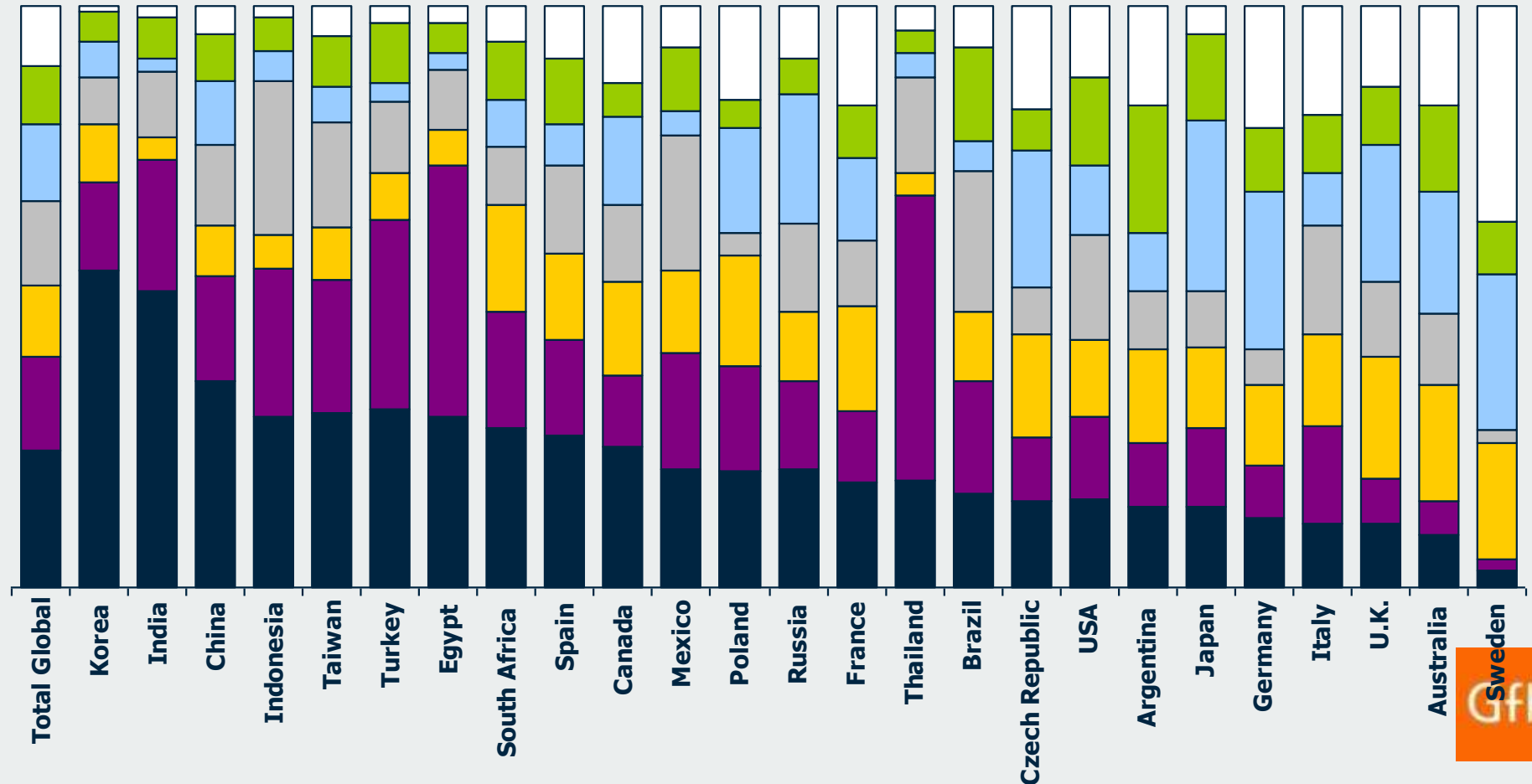
# Present everywhere, but not equally

6

6

% distribution of 13+ by values type, by country

■ **Achievers**
■ **Traditionals**
■ **Hedonists**
■ **Survivors**
■ **Nurturers**
■ **Socialrationals**
■ **Selfdirected**





# GfK Roper TrendKEY report indentifies 26 Key Global Consumer Trends: 12 Values Trends, 14 Lifestyle Trends

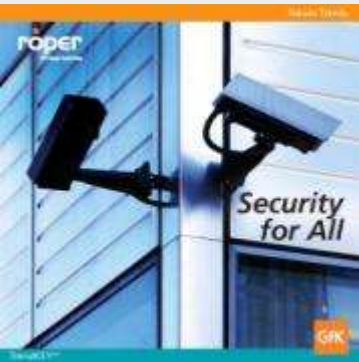


# Which trends can be (especially) important to OTC marketers?

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The demand is greater...

... but customers are more difficult to please!



More anxiety regarding personal and public safety. More health concerns, more interest in disease prevention

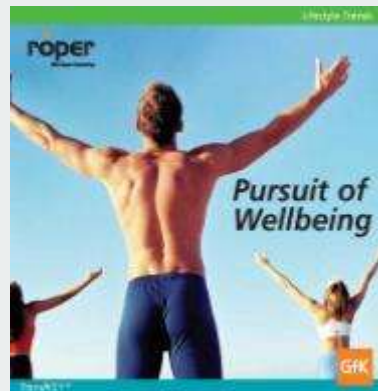


Consumers and patients know and understand more. Exchange of information is global: opinions about products and information about prices!

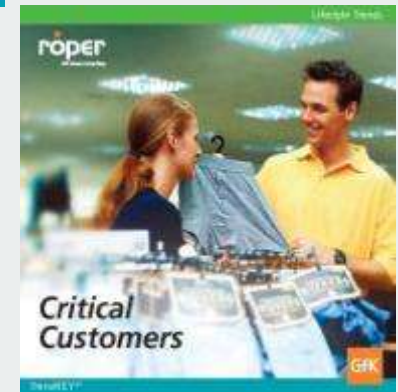


Eat healthy, live healthy, enjoy life!

Live longer maintaining health and vigor!



Consumers and patients expect more from products and services, even things that are mutually exclusive!





... but it also depends on how you market your product



Reduces symptoms

Preventing disease

"more than healthy",  
vitality, good feeling

If you are in pain...

Prevent cardiovascular disease!

Feel good!

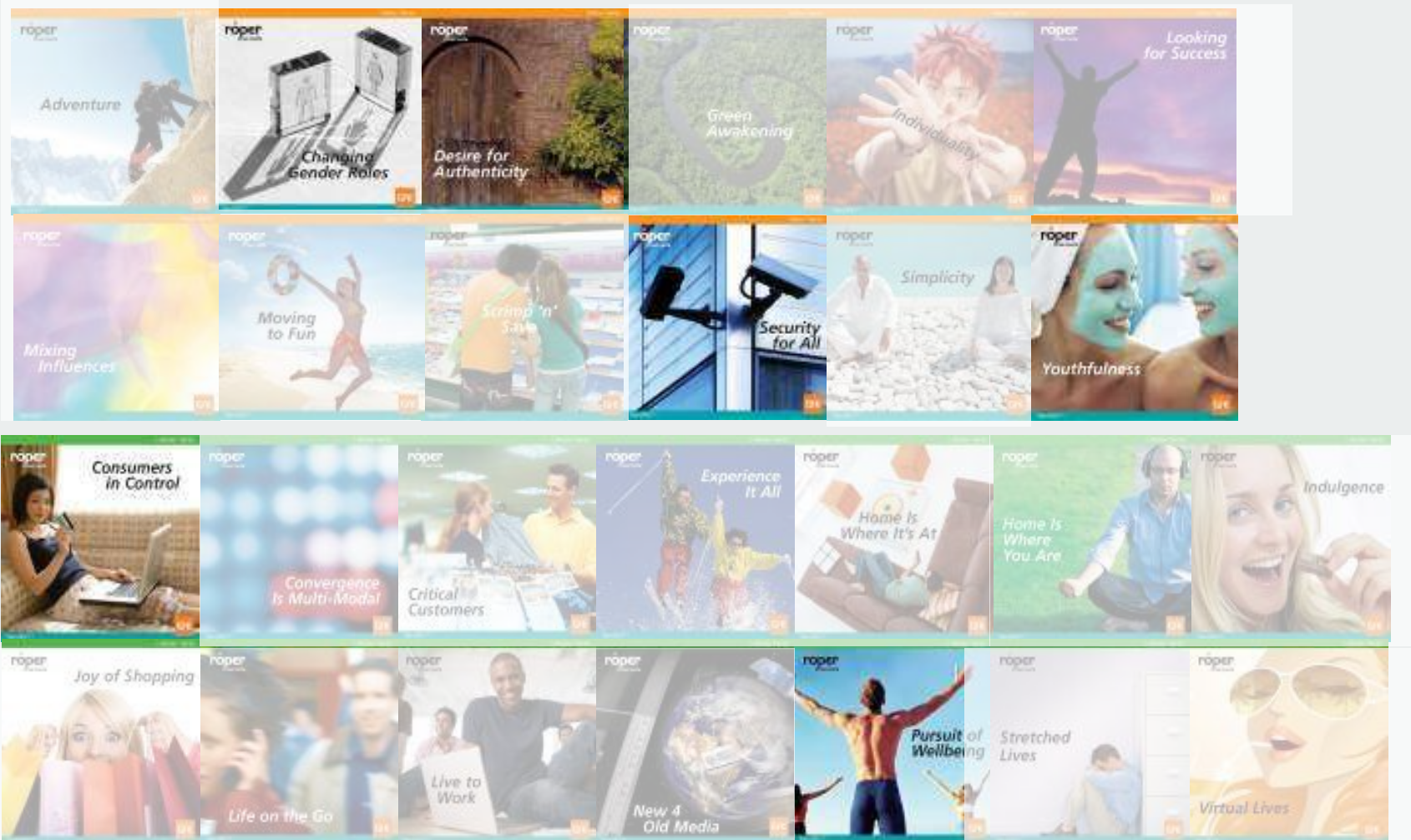
**Stronger than pain!**

Every other person dies from  
cardiovascular disease

# Which trends exist in Adriatic region?

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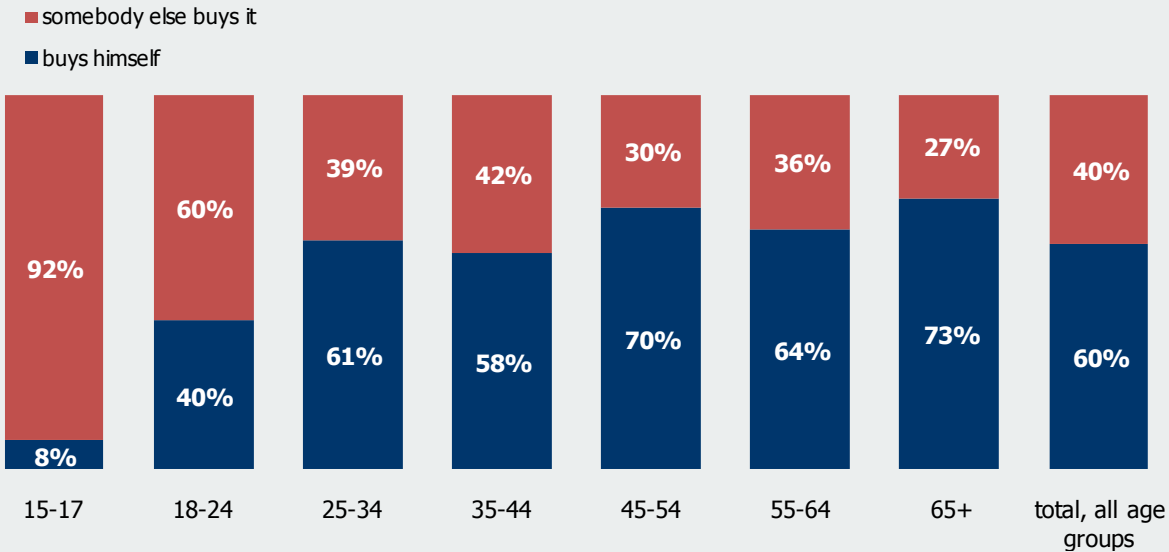
- Although trends are present throughout the western world, some aspects are more pronounced.





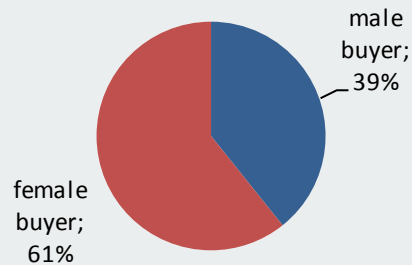
# Who buys analgetics/antipiretics?

- These are exclusively advertised to women, but as traditional gender roles change...



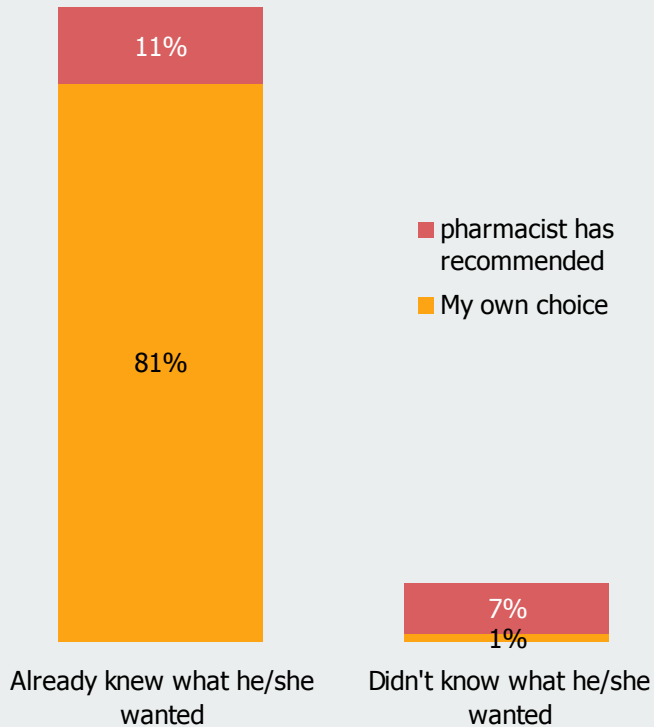
Almost 2/3 of adult Croatian men buy these products themselves!

Men are 40% of market!



Croatia, n=1000, general population, 2008

## Do they know already what they want to buy?



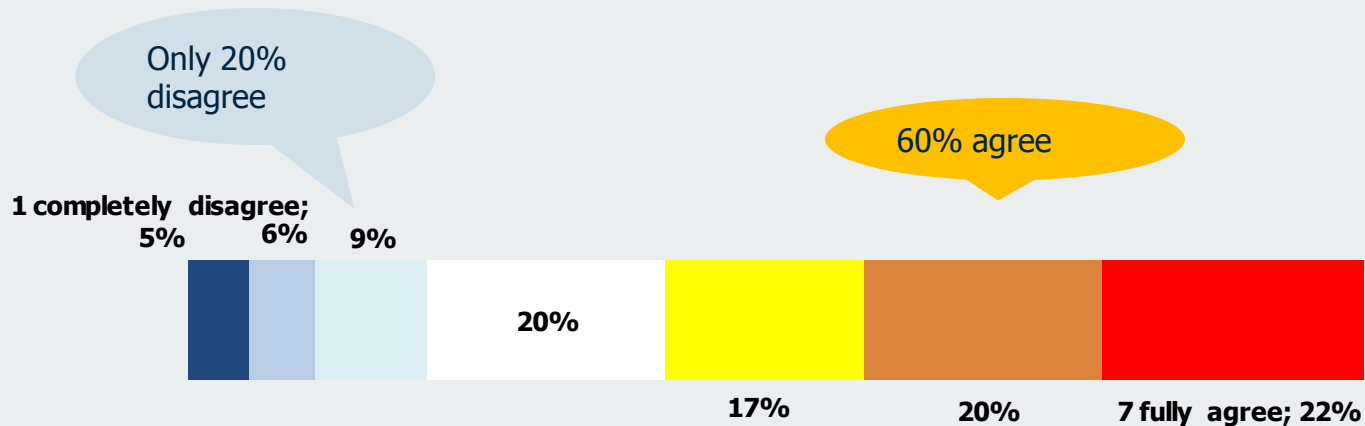
When they enter a pharmacy, most of the customers already know which product do they want and bought this exact same product.



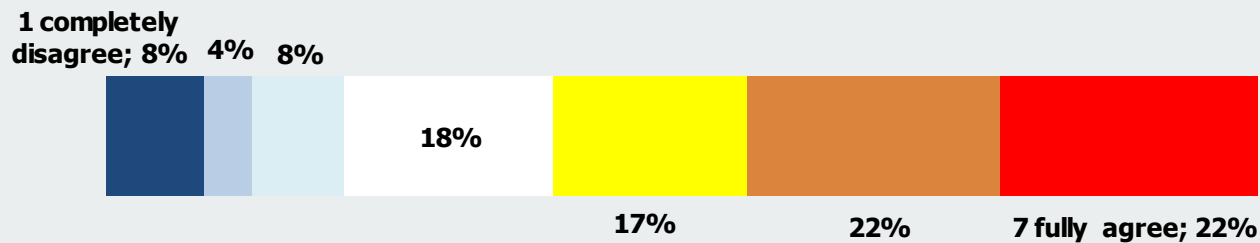
## When I have a health problem, I first attempt to treat myself instead of going straight to the doctor



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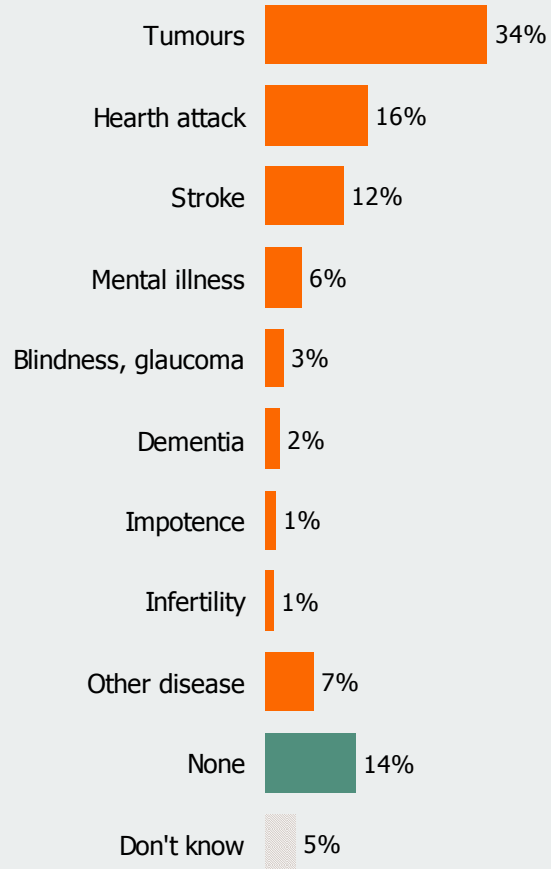


I prefer home medicine (chicken soup, tea) to going to the doctor



I prefer to go and buy OTC product instead of going to the doctor

## Citizens of Croatia are mostly afraid of...

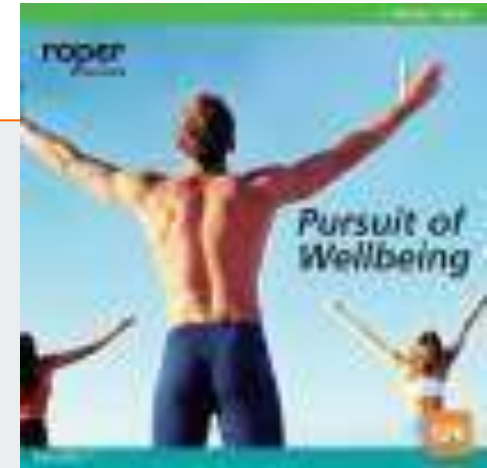


Almost everybody  
is afraid of at least  
one disease!





# I would give anything to maintain good health



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1 completely disagree; 0%  
5%



Only 10% disagree

85% agree

7 fully agree; 54%

I prefer home medicine (chicken soup, tea) to going to the doctor



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