

Notes to accompany the 2008 IRI Market size data

- **Source of information:** Produced by IRI from the IRI InfoScan OTC Cross Category database, to definitions agreed with the PAGB. This table gives the Retail Sales Value for the different product categories making up the UK over-the-counter medicines and food supplements market
- **Retail Coverage:** The data shown in the table represents retail OTC sales at prices paid by consumers through pharmacy and grocery outlets only. Major exclusions: Sales in Northern Ireland; sales through health food stores, mail order, internet-only vendors.
- **Changes for 2008:** IRI's databases undergo periodic category redefinitions and service improvements. Backdata is restated to ensure correct trending. During 2008 IRI's service was upgraded to include scanning inputs from 100% of pharmacy outlets, replacing previously manually audited outlets. For all these reasons there are absolute differences between the 2007 numbers for individual categories reported here and the numbers issued in the previous year's PAGB Annual Report.
- **OTC read:** Sales are purely OTC and do not include semi-ethical sales or dispensed sales of either P or GSL licensed products.
- **All OTC sales included:** The data **includes** figures for Own Label sales (except certain retail own label in Smoking Cessation) and generic OTC products.
- **Information Resources, Inc. (IRI)** For further information about the data and other services from IRI, please go to www.infores.com or telephone +44 (0)1344 746000