

# Confidence





of European Consumers are confident to treat common ailments

62% of European Consumers would visit a doctor to get a prescription if they could not get treatment in their pharmacy



# Doctors & Pharmacists are top 2 sources of advice on how to treat common ailments

62% would ask a GP/doctor

42%

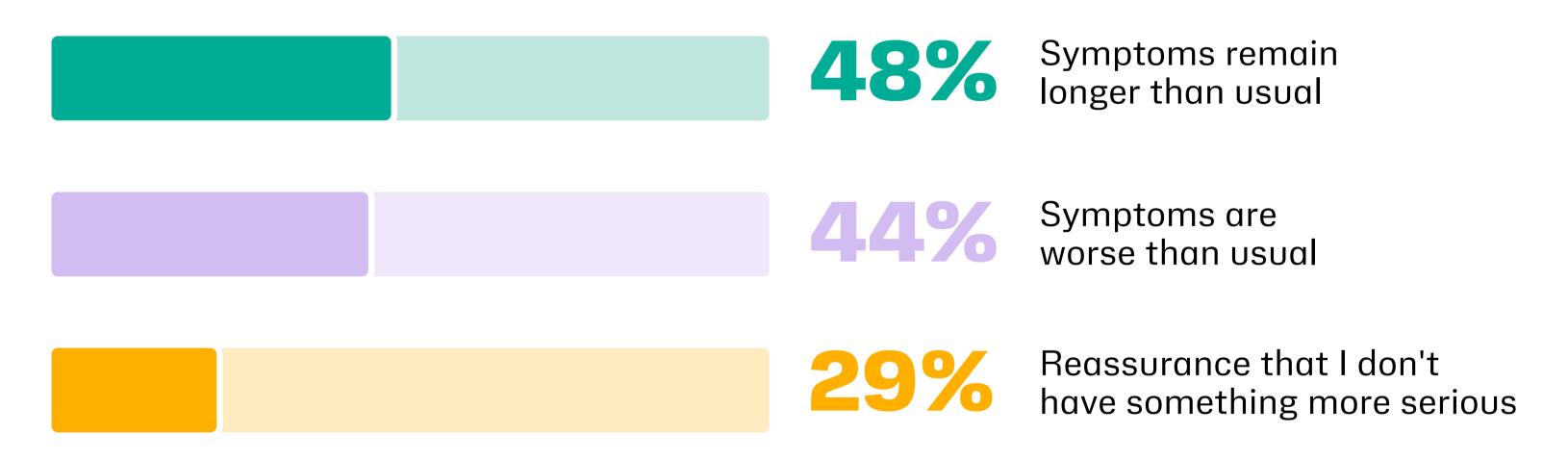
would turn to a pharmacist 30% would turn to family & friends



Half of consumers have chosen to visit a pharmacy instead of a doctor for common ailments in the last 12 months

**1996** Induction to both the doctor, even though a consultation was necessary in their view

Lingering symptoms and reassurance top the list of reasons for seeking advice from a doctor or GP



Top 5 Reasons for getting medicine to treat common ailments at the pharmacy instead of consulting with a doctor





<b>#2 Saves me time</b>	39%
<b>#3 Trust the pharmacist</b>	37%
#4 I know what to do	37%
<b>#5 It saves the doctor time</b>	36%

## About the Market Research

The research was conducted online by independent research agency Censuswide on behalf of Kenvue. 5,007 consumers from Germany, UK, France, Italy and Spain, aged 18-74, were surveyed between 02 October 2023 and 04 October 2023.

# About Kenvue

At Kenvue, the world`s largest pureplay consumer healthcare company by revenue, we believe that self care is empowering people to take their health into their own hands. Every day, there are a myriad of opportunities to positively impact not only our health and well being but also our healthcare systems through everyday moments of care.

