

# Kenvue European Self-Care Survey



Self care and over-the-counter medicines are a convenient, fair and equitable entry point to healthcare for European citizens and have a profoundly positive impact on the individual as well as the broader health system. New survey data reveals the important impact pharmacists have on the self-care abilities of European consumers and the role self-care plays in depressurising health care systems.

## Confidence



**85%**

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

**49%** had chosen to go to a pharmacy instead of 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



**48%** Symptoms remain longer than usual



**44%** Symptoms are worse than usual



**29%** Reassurance that I don't have something more serious

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

- #1 More convenient 40%**
- #2 Saves me time 39%**
- #3 Trust the pharmacist 37%**
- #4 I know what to do 37%**
- #5 It saves the doctor time 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.

