

Cough, Cold and Allergy (Hay Fever) Remedies in Canada

Market Direction | 2022-09-20 | 27 pages | Euromonitor

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Report description:

In the first half of 2022, there was a delayed flu season in March-April 2022. The return of the flu was attributed to the rollback of public safety measures put in place to limit the spread of COVID-19. For example, the Province of Ontario lifted its mask mandate for most settings in March as the sixth COVID-19 wave began to subside. The return of the flu resulted in high demand for cough and cold remedies which led to temporary shortages in some regions.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Antihistamines/Allergy Remedies (Systemic), Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Paediatric Cough, Cold and Allergy Remedies, Pharyngeal Preparations.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cough, Cold and Allergy (Hay Fever) Remedies market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

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COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifting of mask mandates and a return to out-of-home activities and social events boosts sales of cough, cold and allergy (hay fever) remedies in 2022

Omicron variant boosts demand for cough and cold remedies in 2022

Higher than usual pollen levels intensify hay fever symptoms, contributing to growth in category

PROSPECTS AND OPPORTUNITIES

Increased consumer interest in preventative health will have a mixed impact on the category over the forecast period

Climate change is likely to benefit antihistamines/allergy remedies in the coming years

Younger consumers are increasingly interested in how pharmaceutical companies respond to societal issues

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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