

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

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

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Report description:

There were fewer influenza cases in the 2021-2022 "flu season" than before the pandemic. This decrease in infections caused by the influenza virus was linked to consumers adhering to the sanitary regulations in force until recently, such as protective masks, isolation, and hand disinfection. According to the data of the National Influenza Center at the National Institute of Public Health, from October 2020 to the end of January 2021, the number of cases being diagnosed had fallen by over 50% yea...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Poland 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

September 2022

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

KEY DATA FINDINGS

2022 DEVELOPMENTS

Influenza cases start to appear again, as seasonal ailments return following the pandemic

After a slowdown during the time of home seclusion, demand for allergy medicines increases in line with a return to outside lifestyles

Players are inventive with developments in a fiercely competitive category

PROSPECTS AND OPPORTUNITIES

Value bolstered by price increases, but consumer price-sensitivity may lead to cheaper variants

Interest in the influenza vaccination is growing, thus creating a gradual decrease in infections

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