

## **Cough, Cold and Allergy (Hay Fever) Remedies in Romania**

Market Direction | 2022-09-23 | 23 pages | Euromonitor

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### **Report description:**

Cough, cold and allergy (hay fever) remedies is projected to see a very strong performance in retail volume and current value growth terms over 2022. This follows on from the fast 2021 rebound in sales from Coronavirus (COVID-19)-induced declines in 2020. All categories of cough, cold and allergy (hay fever) remedies are predicted to perform well. Pharyngeal preparations is expected to post the fastest retail value current value growth over 2022. This is predicted to lead to fast retail value gr...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Romania 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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Strong rebound from pandemic slump continues, while the powder format makes gains

Reduced use of face masks increases potential for nasal decongestants

International brands benefit from strong product offers, advertising and innovation, although space is opening up for private label

#### PROSPECTS AND OPPORTUNITIES

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