

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

Market Direction | 2022-09-20 | 25 pages | Euromonitor

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### **Report description:**

Whilst the COVID-19 pandemic was generally favourable for sales of consumer healthcare, the response to COVID-19 placed some pressure on cough, cold and allergy (hay fever) remedies sales as the spreading of mild seasonal illnesses was much less common. However, lifestyles are normalising in 2022 and consumers are socialising and interacting with more people. This has led to the return of the common cold and the flu. Similarly, since people are now spending more time outside again, allergies hav...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Saudi Arabia 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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Extreme temperatures and more prevalent illnesses drive category demand

GSK continues to lead cough, cold, allergy remedies (hay fever) despite Cigalah Group holding the top brand

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