

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

Market Direction | 2022-09-20 | 26 pages | Euromonitor

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Report description:

As hygiene and social distancing measures to control the spread of COVID-19 continue to weaken, along with the end of the obligation of mask wearing, the spread of colds and influenza, as well as urban pollution, have contributed to the positive growth registered by cough, cold and allergy (hay fever) remedies in Switzerland. Swiss people continue to show a "prevention better than cure" attitude and many Swiss consumers have remained cautious about spending time outside of the home and avoiding...

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

KEY DATA FINDINGS

2022 DEVELOPMENTS

Small positive growth as hygiene and distancing measures weaken, but influenza activity remains low

Medicated confectionery sees the best performance in 2022

Growing prevalence of allergies helps to support overall category, compared to lower incidences of coughs and colds

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Positive outlook expected, with medicated confectionery remaining popular and allergies driving sales

Self-medication to favourably impact overall category growth

Competitive landscape to remain fragmented but dynamic

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