

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

Market Direction | 2022-09-26 | 21 pages | Euromonitor

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Report description:

Towards the end of 2021 and in the first half of 2022, Serbian consumers returned to their pre-Coronavirus (COVID-19) lifestyles, including visiting public places, not wearing face masks and relaxed social distancing adherence, returning to workplaces, schools and day-care, and social and outdoor activities. This resulted in a stronger than usual flu season in Q4 2021 and Q1 2022, including a high incidence of flu among children, which significantly boosted retail volume sales of options like mu...

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

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Consumers return to specialised remedies to treat cough, cold and flu symptoms

Hemofarm and small players leverage affordable prices to make share gains

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Self-medication/self-care and preventive medicine

Switches

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