

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

Market Direction | 2022-10-07 | 29 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Cases of influenza increased and there was a return to growth for COVID-19 infections in Brazil during the first half of 2022. This was due to the return of students to public and private schools, in addition to the hybrid work regime adopted by companies. The appearance of variants of the influenza virus, such as H3N2, also contributed to the rising number of infections in the country. This led to a significant increase in the demand for cough, cold and allergy (hay fever) remedies, and in 2021...

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Table of Contents:

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

Euromonitor International

October 2022

### List Of Contents And Tables

#### COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN BRAZIL

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Leading brands are affected by shortages due to unexpected increase in demand

Novelties and television advertising help sales of leading players

New apps encourage e-commerce, but store-based purchases are still favoured by Brazilians

##### PROSPECTS AND OPPORTUNITIES

Combination products and cough remedies will account for most sales in the coming years

Hypera leads, but could improve its participation in the future

Store-based pharmacies will maintain leadership in distribution in the forecast period, but this may change with regulation in the long term

##### CATEGORY DATA

Table 1 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2017-2022

Table 2 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2018-2022

Table 4 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2022

Table 5 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2022-2027

Table 6 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2022-2027

#### CONSUMER HEALTH IN BRAZIL

##### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

New ways of consuming vitamins emerge, and probiotics are highlighted in preventative care

Spin-offs, mergers and acquisitions mark the Brazilian competitive landscape

The advance of pharmacies continues, but could be pressured by the entry of a new distribution channel

Open health, personalisation and logistical issues emerge as important shifts on the horizon

##### MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 Life Expectancy at Birth 2017-2022

##### MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2017-2022

Table 10 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 12 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 13 Distribution of Consumer Health by Format: % Value 2017-2022

Table 14 Distribution of Consumer Health by Format and Category: % Value 2022

Table 15 Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

##### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

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

Market Direction | 2022-10-07 | 29 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-20
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)