

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

Market Direction | 2022-09-19 | 27 pages | Euromonitor

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Report description:

Cough, cold and allergy (hay fever) remedies is set to benefit from the further easing of restrictions in May 2022 and the expected higher circulation of flu/cold viruses. In 2020 and 2021 the category saw a decline in current value terms, which was mainly linked to the near absence of flu in the 2020-2021 flu season as a consequence of the restrictions used to protect against COVID-19 (eg protection face masks and social distancing).

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Italy 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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COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN ITALY

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Cold and flu make their comeback in 2022

Recovery seen in most categories with pharyngeal preparations the big winner

Allergies return and sales rise as masks come off

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Further recovery expected in the short-term but increased uptake of flu vaccine could undermine sales growth

Herbal/traditional products could threaten sales of standard OTC cough, cold and allergy (hay fever) remedies

Antihistamines/allergy remedies (systemic) set to benefit from rise in allergy sufferers

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Self-medication/self-care and preventive medicine

Switches

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