

## **Cough, Cold and Allergy (Hay Fever) Remedies in Bosnia and Herzegovina**

Market Direction | 2022-10-12 | 22 pages | Euromonitor

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### **Report description:**

Following retail current value sale declines during 2020 and 2021, cough, cold and allergy (hay fever) remedies is set to record positive current value growth in 2022, as consumer demand is restored. Across the review period, retail value sales were hit hard by measures introduced to limit the spread of COVID-19. This included mask-wearing and the population's effort to reduce the spread of infection by using hand sanitiser while frequently washing hands. In addition, home seclusion and the clos...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Bosnia and Herzegovina 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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## Table of Contents:

Cough, Cold and Allergy (Hay Fever) Remedies in Bosnia and Herzegovina  
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October 2022

List Of Contents And Tables

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

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

As COVID-19 prevention methods decrease, current value sales rise for cough, cold and allergy (hay fever) remedies

Current value decline for nasal decongestion drops as consumers reach for nasal sprays

International players invest in advertising in an effort to dominate the landscape

#### PROSPECTS AND OPPORTUNITIES

Forecast growth remains strong, driven by self-medication and increasing unit prices

Nasal sprays recover as nasal decongestant drops take a dive

The expansion of e-commerce continues as value sales double across the forecast period

#### 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 BOSNIA AND HERZEGOVINA

#### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### 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 Penetration of Private Label by Category: % Value 2017-2022

Table 14 Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format and Category: % Value 2022

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

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

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Self-medication/self-care and preventive medicine

Switches

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DEFINITIONS

SOURCES

Summary 1 Research Sources

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