

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

Market Direction | 2022-10-12 | 23 pages | Euromonitor

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Report description:

Following the removal of pandemic restrictions including mask-wearing mandates in April 2022, common cold and coughs have returned to most of the population resulting in stronger consumer demand for cough, cold and allergy (hay fever) remedies. Current value growth is witnessing its highest rate in 2022 as Bulgarians return to their normal lives at least for some of the year. All categories will benefit from this recovery in demand although medicated confectionery is the fastest-growing category...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Bulgaria 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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Self-medicating trend support cough, cold and allergy (hay fever) to achieve strong growth

Higher levels of pollen (hay fever) allergies drives recovery in demand for allergy remedies

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