

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

Market Direction | 2022-11-23 | 24 pages | Euromonitor

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Report description:

During the initial months of 2022, India experienced a third wave of COVID-19, which was nonetheless less severe compared to previous waves. Furthermore, patients reported symptoms similar to those of the common cold. As a result, consumers resorted to self-medication, supporting demand for cough, cold and allergy (hay fever) remedies in 2022.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in India 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 INDIA

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Use of herbal ingredients intensifies to attract new consumers

Greater focus on brand ambassadors to drive awareness amongst target audience

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