

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

Market Direction | 2023-09-21 | 23 pages | Euromonitor

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Report description:

Even though cough, cold and allergy (hay fever) remedies recorded over 40% current value growth in 2022, it is anticipated that the category will continue to achieve high single-digit growth in 2023. Starting from late 2022, the end of the zero-COVID policy led to a significant resurgence of cases of the virus in China. In 2023, as people have gradually returned to their pre-pandemic lifestyles, with the gradual removal of masks and increased social interactions and travel, there have been succe...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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