

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

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

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### **Report description:**

Cough remedies and decongestants, which had seen strong growth during the pandemic period, saw more moderate growth in 2022 and 2023 as the contagion receded and public concern waned. Current value sales growth partly reflects inflationary pressures, including the ongoing conflict in Ukraine, which have increased average unit prices.

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

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

Euromonitor International

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List Of Contents And Tables

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

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth in current value sales in 2023 partly reflects inflationary pressures on average unit prices.

GSK Consumer Healthcare maintains its leading position, but generics continue to gain ground

CBD continues to grow in popularity as a natural alternative remedy

#### PROSPECTS AND OPPORTUNITIES

Muted current value growth over the forecast period will reflect inflationary pressures and changes in consumer behaviour

Vaccines could dampen current value growth of allergy remedies over the long term

Climate change is set to increase the prevalence of allergies such as hay fever

#### CATEGORY DATA

Table 1 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 2 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 4 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 5 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 6 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

#### CONSUMER HEALTH IN DENMARK

#### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

#### MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### APPENDIX

Over the counter registration and classification

Vitamins and dietary supplements registration and classification

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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