

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

Market Direction | 2023-09-21 | 26 pages | Euromonitor

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Report description:

Cough/cold remedies are set to see high single-digit growth in current value terms in 2023, with sales likely to benefit from a high number of cases of cold and flu in the 2023/2024 season. Furthermore, value sales will likely also be boosted by unit price increases linked to rising price lists as a result of the higher cost of production and the overall impact of inflation. The upcoming flu season is however set to be less important than the previous flu season which saw a particularly high num...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Italy 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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COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN ITALY

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Cough and cold remedies set to benefit from another atypical flu season in 2023/2024

Cough remedies and pharyngeal preparations seeing dynamic growth as coughs and sneezes spread diseases

Antihistamines/allergy remedies (systemic) suffering from a less favourable allergy season with cold and wet weather

PROSPECTS AND OPPORTUNITIES

Growth set to slow down as immunity builds up, while players could look to add value with more convenient formats

Some combination products - cough, cold and allergy (hay fever) remedies and oral decongestants may be impacted as pseudoephedrine comes under scrutiny

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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