

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

Market Direction | 2023-09-21 | 25 pages | Euromonitor

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### **Report description:**

Vietnam has been experiencing a higher number of cases of influenza in 2023, which is benefiting sales of cough, cold and allergy (hay fever) remedies. Due to prolonged home seclusion as a result of pandemic-related restrictions, Vietnamese consumers have become more vulnerable to flu and seasonal colds, particularly children, leading to warnings by doctors about the risk of health complications. As such, increasing cases of influenza are helping to boost the strong growth of cough, cold and all...

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

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Herbal/traditional cough, cold and allergy (hay fever) remedies continue to attract consumers' interest

Increase in air pollution supports demand for medicated confectionery

#### PROSPECTS AND OPPORTUNITIES

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