

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

Market Direction | 2023-09-29 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Analgesics is expected to register moderate constant value growth in 2023. Though there was widespread severe flu in early 2023, cough and cold remedies are not expected to benefit to a huge degree, as most of these patients were hospitalised or put on Rx medication. For the most part consumers prioritise effectiveness rather than price, in spite of continuing high inflation. For instance, at the end of 2022, Bayer launched a new decongestant spray Afrin, which is priced higher than its competit...

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

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

Euromonitor International

September 2023

List Of Contents And Tables

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers prioritise effectiveness

Aversi-Rational further extends its lead

Combination products register highest current value growth

PROSPECTS AND OPPORTUNITIES

Minimal constant value growth over forecast period

Climate change leads to higher incidence of allergies

Competing factors at play over forecast period in relation to retail prices

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 GEORGIA

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 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

OTC registration and classification

Vitamins and dietary supplements registration and classification

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Market Direction | 2023-09-29 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com