

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

Market Direction | 2023-10-05 | 22 pages | Euromonitor

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Report description:

As people become more aware of the importance of self-care, there is a growing demand for OTC medications to treat cough and cold. Access to healthcare is limited and as such it is easier to buy OTC medications. Therefore, despite the increase in prices of raw materials and overall inflation in the economy, cough and cold medicines perform well. Volume growth is also supported by continuing population growth.

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

October 2023

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