

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

Market Direction | 2023-10-04 | 21 pages | Euromonitor

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Report description:

In Tunisia, there is a strong preference for unit-dose sachets among consumers when it comes to cough, cold and allergy (hay fever) remedies. This format is highly popular and widely used, with brands like Fervex, Gripex, and Doliprex being prominent examples. The sachet dose format offers convenience and ease of use, allowing individuals to measure and consume the remedy quickly and accurately. It is particularly favoured for its portability, making it convenient for on-the-go use.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Tunisia 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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Unit-dose sachets remain a popular format

Cough syrup sees a growing presence of locally produced products

Self-medication plays a key role in treating minor ailments

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