

Cough, Cold and Allergy (Hay Fever) Remedies in South Africa

Market Direction | 2023-10-20 | 23 pages | Euromonitor

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Report description:

During the review period, the flu and allergy season in South Africa was rife specifically during the winter periods. Given the presence of several flu strains and allergies, consumers reached out to cough, cold and allergy (hay fever) products to help them get better and alleviate their symptoms. Since the onset of the global pandemic, more consumers have been keen to avoid colds and flus and are more likely to stay at home when they are ill until they are better. This is particularly true amo...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in South Africa 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 SOUTH AFRICA

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The flu season provides an annual boost to category sales

Consumers increasingly seek out natural and herbal alternatives

Consumers demand cheaper and more affordable options

PROSPECTS AND OPPORTUNITIES

Consumers abuse antihistamines/allergy remedies (systemic) to address sleep issues

Consumers often buy antihistamines/allergy remedies (systemic) when on promotion

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