

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

Market Direction | 2023-10-30 | 24 pages | Euromonitor

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### **Report description:**

With an early start to the influenza season, many New Zealanders were caught off guard and succumbed to the virus throughout 2023. With a dry cough being one of the most common flu symptoms, demand for treatments to help soothe the throat was particularly high among consumers. Indeed, cough, cold and allergy remedies saw the highest year-on-year growth rate of the entire review period in current value terms, including the pandemic. While a cough was one of the symptoms of COVID-19, the tough loc...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in New Zealand 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
October 2023

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Major brands continue to vie for leading position

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