

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

Market Direction | 2023-12-14 | 25 pages | Euromonitor

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Report description:

Cough and cold remedies were recording see high single-digit growth in current value terms in 2023, with sales benefiting from the large number of cases of cold and flu in the 2023/2024 season. Furthermore, value sales were also being boosted by unit price increases linked to rising price lists as a result of the higher cost of production and the overall impact of inflation. However, the 2023/2024 flu season was not expected to be as bad the previous flu season, which saw a particularly large nu...

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

December 2023

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