

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

Market Direction | 2024-01-12 | 23 pages | Euromonitor

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Report description:

A prevalent issue in cough, cold and allergy (hay fever) remedies is the misuse of cough syrups, often through self-medication with OTC products. To address this concern, a regulatory framework has been implemented restricting the distribution of cough syrups in Kenya to retail pharmacies and requiring consultation with a pharmacist before purchase. This regulatory framework significantly influences the distribution and marketing strategies of these products, limiting brands to the pharmacy chan...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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

January 2024

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