

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

Market Direction | 2024-01-12 | 24 pages | Euromonitor

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Report description:

On a landscape featuring local and international brands, consumers can access a wide array of choices. Brands like Emzolyn and Exiplon are popular among individuals with lower disposable incomes, while international counterparts, including Benylin, have higher price points and are favoured by consumers with higher incomes. For instance, Benylin is priced at an average of N10,000, whereas brands such as Menthodex, are available at N3,000.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Nigeria 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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2023 DEVELOPMENTS

A wide variety of brands across different price points improves accessibility

The pharmacy channel maintains its lead in sales while new channels emerge

A competitive environment leads brands to focus on unique product innovation

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