

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

Market Direction | 2024-09-18 | 23 pages | Euromonitor

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Report description:

Sales of cough and cold remedies have gradually been normalising in China in 2024, although from a high base established in 2023 during the wave of COVID-19 infections. Persistent respiratory illnesses throughout late 2023 and early 2024 have sustained demand to some extent. However, sales in the summer have underperformed compared with 2023, due to a combination of waning post-COVID-19 demand, and changes in distribution channels.

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

September 2024

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