

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

Market Direction | 2024-09-17 | 27 pages | Euromonitor

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Report description:

Sales for cough, cold and allergy (hay fever) remedies in France is rising in current value terms in 2024, primarily driven by price hikes. While positive, growth is modest compared to the highs of 2022 which followed a year of increased incidences of influenza post-pandemic. Over 2022 and 2023, the spread of flu accelerated throughout France and included several severe cases that stretched healthcare services and facilities. The scarcity of doctors and their increased workload led to a surge in...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in France 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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COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN FRANCE

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2024 sees modest sales performance

Combination products witness another year of double-digit decline amid pseudoephedrine controversy

Ricola benefits from French consumers' sweet tooth

PROSPECTS AND OPPORTUNITIES

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Self-medication/self-care and preventive medicine

Switches

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