

## **Cough, Cold and Allergy (Hay Fever) Remedies in Italy**

Market Direction | 2024-09-18 | 26 pages | Euromonitor

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### **Report description:**

Cough, cold and allergy (hay fever) remedies is set to see retail value sales fall in current terms in Italy in 2024. Remedies for coughs and colds suffered from the waning of the flu season in early 2024 compared to the previous season, although the incidence of influenza was extremely high, exceeding 14 million cases. The shortness of the flu season meant that by the end of January there was already a significant drop in sales of cough remedies, syrups, decongestants and sore throat products.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Italy 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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Nasal decongestants sees decline as disinvestment fuels shift to natural, isotonic options

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Natural remedies on the rise as propolis and echinacea challenge standard cough and cold drugs

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Self-medication/self-care and preventive medicine

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