

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

Market Direction | 2024-09-18 | 25 pages | Euromonitor

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### **Report description:**

In 2024, cough, cold, and allergy (hay fever) remedies is expected to see a slowdown in retail current value growth in Vietnam, as the category becomes more mature. Although still seeing solid growth, consumer demand for such products has become more stable since the end of the COVID-19 pandemic. However, other factors continue to contribute to growth, including the more polluted environment, and global climate change. In addition, from 2023 to 2024, Vietnam still witnessed high cases of flu and...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Vietnam 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
September 2024

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**COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN VIETNAM**

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Pharyngeal preparations posts the most robust growth in 2024  
Spray format attracts attention and gains popularity

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