

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

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

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Report description:

Demand for cough, cold and allergy (hay fever) remedies in Australia remains stable but undynamic in 2024. Flu season in Australia traditionally runs from May to September. While there was a concerning early start to the flu season in 2024, with unseasonably high rates of influenza and respiratory syncytial virus (RSV), as well as the nation's first surge in whooping cough since the COVID-19 lockdowns in March - this largely abated during the winter months. Interestingly, flu was virtually eradi...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Australia 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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Table of Contents:

Cough, Cold and Allergy (Hay Fever) Remedies in Australia
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September 2024

List Of Contents And Tables

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Normalising rates of influenza and RSV as life in Australia largely returns to pre-pandemic norms
Competitive landscape stabilises following withdrawal of cough suppressant pholcodine
Brands leverage winter sports sponsorship opportunities for new product launch and enhanced visibility during peak season
PROSPECTS AND OPPORTUNITIES

Australians monitoring health and medical developments overseas to influence public policy and consumer response
Seasonal and perennial allergic rhinitis to drive year-round sales in highly concentrated landscape of systemic antihistamines/allergy remedies
Proposed merger of Chemist Warehouse and Sigma Healthcare has the potential to significantly impact distribution landscape
CATEGORY DATA

- Table 1 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024
- Table 2 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024
- Table 4 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024
- Table 5 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029
- Table 6 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN AUSTRALIA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

- Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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