

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

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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

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Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches
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