

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

Market Direction | 2024-09-23 | 23 pages | Euromonitor

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### **Report description:**

In 2024, amongst cough, cold and allergy (hay fever) remedies, antihistamines recorded robust value growth as Danish consumers spent more time outdoors, and the allergy season continued to extend. Although volume growth remained positive, it was somewhat lower than value growth due to the lingering effects of high inflation from the previous two years. However, inflation in 2024 was significantly more moderate, providing some relief to consumers. The continued extension of the allergy season has...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Denmark 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
September 2024

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

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GSK Consumer Healthcare maintains its leading position, but generics continue to gain ground

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