

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

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

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Report description:

Cough, cold and allergy (hay fever) remedies is seeing robust current value growth in Georgia in 2024. Pharmacies and industry players are actively promoting the prevention of flu, increasing consumer awareness regarding preventive measures. Concurrently, products that effectively address flu symptoms are also being heavily advertised. Despite a significant flu outbreak towards the end of the review period, cough and cold remedies did not see substantial benefits, as most affected individuals re...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Georgia 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

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value growth is moderate in 2024
Aversi-Rational continues to lead overall category
Whooping cough on the rise

PROSPECTS AND OPPORTUNITIES

Value growth will be stable during forecast period
Players to cater to increased price sensitivity
Consumers will prioritise efficacy, while allergies will continue to rise

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