

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

Market Direction | 2024-09-23 | 25 pages | Euromonitor

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### **Report description:**

Combination products account for the largest proportion of sales in Hungary's cough, cold and allergy (hay fever) remedies category. Combination products have a strong reputation for being affordable and effective for treating a variety of ailments. The category reported solid value growth over 2024 supported by heavy marketing and promotional activity from key players, which led to stronger awareness and extended the appeal of combination products. In 2024, combination products were heavily pro...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Hungary 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 Hungary  
Euromonitor International  
September 2024

List Of Contents And Tables

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

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Retail volume sales rebound amid heavier marketing investments  
Medicated confectionery records fastest growth in volume and current value sales  
GlaxoSmithKline, Mondelez and Sanofi-Aventis remain the top three companies

**PROSPECTS AND OPPORTUNITIES**

Slow growth anticipated in cough, cold and allergy (hay fever) remedies  
Convenience to drive appeal of nasal spray formats  
Higher demand for antihistamines/allergy remedies is likely

**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 HUNGARY**

**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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