

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

September 2024

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Medicated confectionery records fastest growth in volume and current value sales

GlaxoSmithKline, Mondelez and Sanofi-Aventis remain the top three companies

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Self-medication/self-care and preventive medicine

Switches

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