

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

Market Direction | 2024-09-27 | 24 pages | Euromonitor

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Report description:

Cough, cold and allergy (hay fever) remedies has been one of the strongest categories in Portugal's consumer health industry over 2024. The cold and flu seasons have led to more prolific symptoms in the post-pandemic era, as consumers had not been exposed to viruses for a significant period due to home seclusion and mask-wearing. Respiratory infections, as well as cold, cough and throat issues have become more prevalent and more frequent. This trend led to a surge in demand for cough remedies an...

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

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2024 DEVELOPMENTS

Solid performance across all categories
Combination products prove extremely popular among consumers
Allergies are increasingly common due to weather issues

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