

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

Market Direction | 2024-09-24 | 25 pages | Euromonitor

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Report description:

Cough, cold and allergy (hay fever) remedies is seeing decent, albeit declining compared to previous years, value sales in Spain in 2024. Part of this is due to the normalisation effect following the pandemic era sales spikes, and part of this is due to a relatively low incidence of influenza cases. Indeed, this category is highly dependent on the specifics of influenza and common cold viruses affecting the population, although this also creates a level of baseline, albeit seasonal, demand.

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

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales slightly suppressed by low incidences of illness and competition from other areas

Concerns surrounding pseudoephedrine are not impacting performance in Spain

Competitive status quo remains the same, while we see new herbal formula launches

PROSPECTS AND OPPORTUNITIES

Baseline demand will continue, although the pseudoephedrine issue could still have an impact

Growing number of herbal and vitamin and supplement launches create competition

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Self-medication/self-care and preventive medicine

Switches

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