

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

Market Direction | 2024-10-08 | 22 pages | Euromonitor

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Report description:

Sales of cough, cold and allergy remedies in Ecuador benefited greatly during the pandemic. After reaching such a high consumption base during 2020-2022, demand for these products has subsequently been in decline. However, sales remain higher than pre-pandemic levels as many consumers have become accustomed to taking flu and cough medication without visiting a doctor.

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

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Antihistamines/allergy remedies (systemic) benefit from promotion investment
Point-of-sale promotions are essential strategies of leading players

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