

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

Market Direction | 2024-10-08 | 24 pages | Euromonitor

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Report description:

Cough, cold and allergy (hay fever) remedies is seeing robust sales in Egypt in 2024, at a higher value growth rate compared to 2023. Within this, we note that herbal and natural remedies remain popular, with ingredients like honey, ginger, and eucalyptus being favoured for their perceived safety and effectiveness. We are seeing this trend both in cough, cold and allergy (hay fever) remedies and herbal/traditional cough, cold and allergy (hay fever) remedies, with both categories seeing fragment...

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

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

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2024 DEVELOPMENTS

Herbal and natural remedies remain very popular for treating coughs and colds
Combination drugs which include immunity boosters are perceived as high value
Seasonality of illness influences demand

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Combination drugs expected to remain popular with consumers
Inflationary pressures will continue to influence consumer buying behaviour
Demand for natural remedies will continue over the forecast period

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