

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

Market Direction | 2024-10-09 | 24 pages | Euromonitor

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Report description:

Cough, cold and allergy (hay fever) remedies in Morocco is seeing generic variants gain ground in 2024. This is thanks to local consumers' cost-consciousness, with affordability being a critical factor in purchasing decisions.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Morocco 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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Generics appeal to price-sensitive consumers, while increased allergens support growth of specific segments

NSAIDs see continued high use despite natural and herbal trends

Cough remedies containing pholcodine are banned

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