

## **Cough, Cold and Allergy (Hay Fever) Remedies in Saudi Arabia**

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

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### **Report description:**

Value sales of cough, cold and allergy (hay fever) remedies continue to rise in 2024, supported by both growing demand and further unit price increases. Products notably impacted by price rises include two of the largest value segments, antihistamines/allergy remedies (systemic) and cough remedies, along with decongestant rubs, and pharyngeal preparations covering a wide range of brands such as Clara, Ezipan, Bronchicare, Strepsils, and Septofort. Prices continue to be regulated by the Saudi Foo...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Saudi Arabia 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

October 2024

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New launches continue to expand the category in Saudi Arabia

SPIMACO continues to lead cough, cold and allergy (hay fever) remedies

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