

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

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

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Report description:

Manufacturers have raised their prices, leading to double-digit retail value growth on the landscape. Nonetheless, in many cases, consumers have continued to buy expensive branded options, having more confidence in items they are familiar with. Consequently, over 2024, all significant product areas will continue to record positive retail volume growth despite heightened prices. This mirrors the development of cough, cold and allergy (hay fever) remedies, with wide fluctuations in growth trajectory...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Turkey 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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COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN TURKEY

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Paediatric cough/cold remedies grow as parents prioritise their children

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