

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

Market Direction | 2024-11-19 | 25 pages | Euromonitor

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Report description:

Sales of cough, cold and allergy (hay fever) remedies in Germany continue to grow in 2024. While shortages of certain medicines and inflationary pressures from previous years continue to affect consumer behaviour, Germany is gradually returning to more typical patterns as respiratory infections drive demand. However, the spread of seasonal colds and flu at the beginning of the year was less severe than in 2023.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Germany 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 GERMANY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid performance by antihistamines/allergy remedies driven by greater exposure to allergens due to time spent outdoors
Medicated confectionery remains strong growth driver in category
Procter & Gamble retains lead of cough, cold and allergy (hay fever) remedies

PROSPECTS AND OPPORTUNITIES

Stable outlook for cough, cold and allergy (hay fever) remedies
Positive future for herbal/traditional options as consumers increasingly move towards perceived natural solutions
Omnichannel approach to sales to remain prevalent

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