

Global Cold, Cough and Sore Throat Remedies Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/GA59F852BAACEN.html>

Date: February 2026

Pages: 142

Price: US\$ 2,980.00 (Single User License)

ID: GA59F852BAACEN

Abstracts

The global pharmaceutical market is 1475 billion USD in 2022, growing at a CAGR of 5% during the next six years. The pharmaceutical market includes chemical drugs and biological drugs. For biologics is expected to 381 billion USD in 2022. In comparison, the chemical drug market is estimated to increase from 1005 billion in 2018 to 1094 billion U.S. dollars in 2022. The pharmaceutical market factors such as increasing demand for healthcare, technological advancements, and the rising prevalence of chronic diseases, increase in funding from private & government organizations for development of pharmaceutical manufacturing segments and rise in R&D activities for drugs. However, the industry also faces challenges such as stringent regulations, high costs of research and development, and patent expirations. Companies need to continuously innovate and adapt to these challenges to stay competitive in the market and ensure their products reach patients in need. Additionally, the COVID-19 pandemic has highlighted the importance of vaccine development and supply chain management, further emphasizing the need for pharmaceutical companies to be agile and responsive to emerging public health needs.

The global Cold, Cough and Sore Throat Remedies market size was estimated at USD 5457.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Cold, Cough and Sore Throat Remedies market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Cold, Cough and Sore Throat Remedies market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Cold, Cough and Sore Throat Remedies market.

Global Cold, Cough and Sore Throat Remedies Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Reckitt Benckiser
Johnson & Johnson
GlaxoSmithKline
Novartis
Bayer
AstraZeneca

Sun Pharmaceutical Industries

Pfizer

Prestige Brands

Market Segmentation (by Type)

Antihistamines

Expectorants

Bronchodilators

Decongestants

Antibiotics

Others

Market Segmentation (by Application)

Hospital Pharmacies

Retail Pharmacies

Drug Stores

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Cold, Cough and Sore Throat Remedies Market

Overview of the regional outlook of the Cold, Cough and Sore Throat Remedies Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Cold, Cough and Sore Throat Remedies Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Cold, Cough and Sore Throat Remedies, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five

forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Cold, Cough and Sore Throat Remedies
- 1.2 Key Market Segments
 - 1.2.1 Cold, Cough and Sore Throat Remedies Segment by Type
 - 1.2.2 Cold, Cough and Sore Throat Remedies Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 COLD, COUGH AND SORE THROAT REMEDIES MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Cold, Cough and Sore Throat Remedies Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Cold, Cough and Sore Throat Remedies Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 COLD, COUGH AND SORE THROAT REMEDIES MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Cold, Cough and Sore Throat Remedies Product Life Cycle
- 3.3 Global Cold, Cough and Sore Throat Remedies Sales by Manufacturers (2020-2025)
- 3.4 Global Cold, Cough and Sore Throat Remedies Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Cold, Cough and Sore Throat Remedies Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Cold, Cough and Sore Throat Remedies Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Cold, Cough and Sore Throat Remedies Market Competitive Situation and Trends

3.8.1 Cold, Cough and Sore Throat Remedies Market Concentration Rate

3.8.2 Global 5 and 10 Largest Cold, Cough and Sore Throat Remedies Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 COLD, COUGH AND SORE THROAT REMEDIES INDUSTRY CHAIN ANALYSIS

4.1 Cold, Cough and Sore Throat Remedies Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF COLD, COUGH AND SORE THROAT REMEDIES MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Cold, Cough and Sore Throat Remedies Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Cold, Cough and Sore Throat Remedies Market

5.7 ESG Ratings of Leading Companies

6 COLD, COUGH AND SORE THROAT REMEDIES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Cold, Cough and Sore Throat Remedies Sales Market Share by Type (2020-2025)
- 6.3 Global Cold, Cough and Sore Throat Remedies Market Size by Type (2020-2025)
- 6.4 Global Cold, Cough and Sore Throat Remedies Price by Type (2020-2025)

7 COLD, COUGH AND SORE THROAT REMEDIES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Cold, Cough and Sore Throat Remedies Market Sales by Application (2020-2025)
- 7.3 Global Cold, Cough and Sore Throat Remedies Market Size (M USD) by Application (2020-2025)
- 7.4 Global Cold, Cough and Sore Throat Remedies Sales Growth Rate by Application (2020-2025)

8 COLD, COUGH AND SORE THROAT REMEDIES MARKET SALES BY REGION

- 8.1 Global Cold, Cough and Sore Throat Remedies Sales by Region
 - 8.1.1 Global Cold, Cough and Sore Throat Remedies Sales by Region
 - 8.1.2 Global Cold, Cough and Sore Throat Remedies Sales Market Share by Region
- 8.2 Global Cold, Cough and Sore Throat Remedies Market Size by Region
 - 8.2.1 Global Cold, Cough and Sore Throat Remedies Market Size by Region
 - 8.2.2 Global Cold, Cough and Sore Throat Remedies Market Size by Region
- 8.3 North America
 - 8.3.1 North America Cold, Cough and Sore Throat Remedies Sales by Country
 - 8.3.2 North America Cold, Cough and Sore Throat Remedies Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Cold, Cough and Sore Throat Remedies Sales by Country
 - 8.4.2 Europe Cold, Cough and Sore Throat Remedies Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Cold, Cough and Sore Throat Remedies Sales by Region

8.5.2 Asia Pacific Cold, Cough and Sore Throat Remedies Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Cold, Cough and Sore Throat Remedies Sales by Country

8.6.2 South America Cold, Cough and Sore Throat Remedies Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Cold, Cough and Sore Throat Remedies Sales by Region

8.7.2 Middle East and Africa Cold, Cough and Sore Throat Remedies Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 COLD, COUGH AND SORE THROAT REMEDIES MARKET PRODUCTION BY REGION

9.1 Global Production of Cold, Cough and Sore Throat Remedies by Region(2020-2025)

9.2 Global Cold, Cough and Sore Throat Remedies Revenue Market Share by Region (2020-2025)

9.3 Global Cold, Cough and Sore Throat Remedies Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Cold, Cough and Sore Throat Remedies Production

9.4.1 North America Cold, Cough and Sore Throat Remedies Production Growth Rate (2020-2025)

9.4.2 North America Cold, Cough and Sore Throat Remedies Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Cold, Cough and Sore Throat Remedies Production

9.5.1 Europe Cold, Cough and Sore Throat Remedies Production Growth Rate (2020-2025)

9.5.2 Europe Cold, Cough and Sore Throat Remedies Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Cold, Cough and Sore Throat Remedies Production (2020-2025)

9.6.1 Japan Cold, Cough and Sore Throat Remedies Production Growth Rate (2020-2025)

9.6.2 Japan Cold, Cough and Sore Throat Remedies Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Cold, Cough and Sore Throat Remedies Production (2020-2025)

9.7.1 China Cold, Cough and Sore Throat Remedies Production Growth Rate (2020-2025)

9.7.2 China Cold, Cough and Sore Throat Remedies Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Reckitt Benckiser

10.1.1 Reckitt Benckiser Basic Information

10.1.2 Reckitt Benckiser Cold, Cough and Sore Throat Remedies Product Overview

10.1.3 Reckitt Benckiser Cold, Cough and Sore Throat Remedies Product Market Performance

10.1.4 Reckitt Benckiser Business Overview

10.1.5 Reckitt Benckiser SWOT Analysis

10.1.6 Reckitt Benckiser Recent Developments

10.2 Johnson and Johnson

10.2.1 Johnson and Johnson Basic Information

10.2.2 Johnson and Johnson Cold, Cough and Sore Throat Remedies Product Overview

10.2.3 Johnson and Johnson Cold, Cough and Sore Throat Remedies Product Market Performance

10.2.4 Johnson and Johnson Business Overview

10.2.5 Johnson and Johnson SWOT Analysis

10.2.6 Johnson and Johnson Recent Developments

10.3 GlaxoSmithKline

10.3.1 GlaxoSmithKline Basic Information

10.3.2 GlaxoSmithKline Cold, Cough and Sore Throat Remedies Product Overview

10.3.3 GlaxoSmithKline Cold, Cough and Sore Throat Remedies Product Market

Performance

- 10.3.4 GlaxoSmithKline Business Overview
- 10.3.5 GlaxoSmithKline SWOT Analysis
- 10.3.6 GlaxoSmithKline Recent Developments

10.4 Novartis

- 10.4.1 Novartis Basic Information
- 10.4.2 Novartis Cold, Cough and Sore Throat Remedies Product Overview
- 10.4.3 Novartis Cold, Cough and Sore Throat Remedies Product Market Performance
- 10.4.4 Novartis Business Overview
- 10.4.5 Novartis Recent Developments

10.5 Bayer

- 10.5.1 Bayer Basic Information
- 10.5.2 Bayer Cold, Cough and Sore Throat Remedies Product Overview
- 10.5.3 Bayer Cold, Cough and Sore Throat Remedies Product Market Performance
- 10.5.4 Bayer Business Overview
- 10.5.5 Bayer Recent Developments

10.6 AstraZeneca

- 10.6.1 AstraZeneca Basic Information
- 10.6.2 AstraZeneca Cold, Cough and Sore Throat Remedies Product Overview
- 10.6.3 AstraZeneca Cold, Cough and Sore Throat Remedies Product Market

Performance

- 10.6.4 AstraZeneca Business Overview
- 10.6.5 AstraZeneca Recent Developments

10.7 Sun Pharmaceutical Industries

- 10.7.1 Sun Pharmaceutical Industries Basic Information
- 10.7.2 Sun Pharmaceutical Industries Cold, Cough and Sore Throat Remedies

Product Overview

- 10.7.3 Sun Pharmaceutical Industries Cold, Cough and Sore Throat Remedies

Product Market Performance

- 10.7.4 Sun Pharmaceutical Industries Business Overview
- 10.7.5 Sun Pharmaceutical Industries Recent Developments

10.8 Pfizer

- 10.8.1 Pfizer Basic Information
- 10.8.2 Pfizer Cold, Cough and Sore Throat Remedies Product Overview
- 10.8.3 Pfizer Cold, Cough and Sore Throat Remedies Product Market Performance
- 10.8.4 Pfizer Business Overview
- 10.8.5 Pfizer Recent Developments

10.9 Prestige Brands

- 10.9.1 Prestige Brands Basic Information

- 10.9.2 Prestige Brands Cold, Cough and Sore Throat Remedies Product Overview
- 10.9.3 Prestige Brands Cold, Cough and Sore Throat Remedies Product Market Performance
- 10.9.4 Prestige Brands Business Overview
- 10.9.5 Prestige Brands Recent Developments

11 COLD, COUGH AND SORE THROAT REMEDIES MARKET FORECAST BY REGION

- 11.1 Global Cold, Cough and Sore Throat Remedies Market Size Forecast
- 11.2 Global Cold, Cough and Sore Throat Remedies Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Cold, Cough and Sore Throat Remedies Market Size Forecast by Country
 - 11.2.3 Asia Pacific Cold, Cough and Sore Throat Remedies Market Size Forecast by Region
 - 11.2.4 South America Cold, Cough and Sore Throat Remedies Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Cold, Cough and Sore Throat Remedies by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Cold, Cough and Sore Throat Remedies Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Cold, Cough and Sore Throat Remedies by Type (2026-2035)
 - 12.1.2 Global Cold, Cough and Sore Throat Remedies Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Cold, Cough and Sore Throat Remedies by Type (2026-2035)
- 12.2 Global Cold, Cough and Sore Throat Remedies Market Forecast by Application (2026-2035)
 - 12.2.1 Global Cold, Cough and Sore Throat Remedies Sales (K MT) Forecast by Application
 - 12.2.2 Global Cold, Cough and Sore Throat Remedies Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Cold, Cough and Sore Throat Remedies Market Size by Type (M USD)

Table 4. Global Cold, Cough and Sore Throat Remedies Market Size by Application

Table 5. Cold, Cough and Sore Throat Remedies Market Size Comparison by Region (M USD)

Table 6. Global Cold, Cough and Sore Throat Remedies Sales (K MT) by Manufacturers (2020-2025)

Table 7. Global Cold, Cough and Sore Throat Remedies Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Cold, Cough and Sore Throat Remedies Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Cold, Cough and Sore Throat Remedies Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Cold, Cough and Sore Throat Remedies as of 2025)

Table 11. Global Market Cold, Cough and Sore Throat Remedies Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Cold, Cough and Sore Throat Remedies Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Cold, Cough and Sore Throat Remedies Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global Cold, Cough and Sore Throat Remedies Sales by Type (K MT)

Table 27. Global Cold, Cough and Sore Throat Remedies Market Size by Type (M USD)

Table 28. Global Cold, Cough and Sore Throat Remedies Sales (K MT) by Type (2020-2025)

Table 29. Global Cold, Cough and Sore Throat Remedies Sales Market Share by Type (2020-2025)

Table 30. Global Cold, Cough and Sore Throat Remedies Market Size (M USD) by Type (2020-2025)

Table 31. Global Cold, Cough and Sore Throat Remedies Market Share by Type (2020-2025)

Table 32. Global Cold, Cough and Sore Throat Remedies Price (USD/KG) by Type (2020-2025)

Table 33. Global Cold, Cough and Sore Throat Remedies Sales (K MT) by Application

Table 34. Global Cold, Cough and Sore Throat Remedies Market Size by Application

Table 35. Global Cold, Cough and Sore Throat Remedies Sales by Application (2020-2025) & (K MT)

Table 36. Global Cold, Cough and Sore Throat Remedies Sales Market Share by Application (2020-2025)

Table 37. Global Cold, Cough and Sore Throat Remedies Market Size by Application (2020-2025) & (M USD)

Table 38. Global Cold, Cough and Sore Throat Remedies Market Share by Application (2020-2025)

Table 39. Global Cold, Cough and Sore Throat Remedies Sales Growth Rate by Application (2020-2025)

Table 40. Global Cold, Cough and Sore Throat Remedies Sales by Region (2020-2025) & (K MT)

Table 41. Global Cold, Cough and Sore Throat Remedies Sales Market Share by Region (2020-2025)

Table 42. Global Cold, Cough and Sore Throat Remedies Market Size by Region (2020-2025) & (M USD)

Table 43. Global Cold, Cough and Sore Throat Remedies Market Size by Region (2020-2025)

Table 44. North America Cold, Cough and Sore Throat Remedies Sales by Country (2020-2025) & (K MT)

Table 45. North America Cold, Cough and Sore Throat Remedies Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Cold, Cough and Sore Throat Remedies Sales by Country (2020-2025) & (K MT)

Table 47. Europe Cold, Cough and Sore Throat Remedies Market Size by Country

(2020-2025) & (M USD)

Table 48. Asia Pacific Cold, Cough and Sore Throat Remedies Sales by Region

(2020-2025) & (K MT)

Table 49. Asia Pacific Cold, Cough and Sore Throat Remedies Market Size by Region

(2020-2025) & (M USD)

Table 50. South America Cold, Cough and Sore Throat Remedies Sales by Country

(2020-2025) & (K MT)

Table 51. South America Cold, Cough and Sore Throat Remedies Market Size by

Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Cold, Cough and Sore Throat Remedies Sales by

Region (2020-2025) & (K MT)

Table 53. Middle East and Africa Cold, Cough and Sore Throat Remedies Market Size

by Region (2020-2025) & (M USD)

Table 54. Global Cold, Cough and Sore Throat Remedies Production (K MT) by

Region(2020-2025)

Table 55. Global Cold, Cough and Sore Throat Remedies Revenue (US\$ Million) by

Region (2020-2025)

Table 56. Global Cold, Cough and Sore Throat Remedies Revenue Market Share by

Region (2020-2025)

Table 57. Global Cold, Cough and Sore Throat Remedies Production (K MT), Revenue

(US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. North America Cold, Cough and Sore Throat Remedies Production (K MT),

Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Europe Cold, Cough and Sore Throat Remedies Production (K MT), Revenue

(US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. Japan Cold, Cough and Sore Throat Remedies Production (K MT), Revenue

(US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. China Cold, Cough and Sore Throat Remedies Production (K MT), Revenue

(US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 62. Reckitt Benckiser Basic Information

Table 63. Reckitt Benckiser Cold, Cough and Sore Throat Remedies Product Overview

Table 64. Reckitt Benckiser Cold, Cough and Sore Throat Remedies Sales (K MT),

Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 65. Reckitt Benckiser Business Overview

Table 66. Reckitt Benckiser SWOT Analysis

Table 67. Reckitt Benckiser Recent Developments

Table 68. Johnson and Johnson Basic Information

Table 69. Johnson and Johnson Cold, Cough and Sore Throat Remedies Product

Overview

Table 70. Johnson and Johnson Cold, Cough and Sore Throat Remedies Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 71. Johnson and Johnson Business Overview

Table 72. Johnson and Johnson SWOT Analysis

Table 73. Johnson and Johnson Recent Developments

Table 74. GlaxoSmithKline Basic Information

Table 75. GlaxoSmithKline Cold, Cough and Sore Throat Remedies Product Overview

Table 76. GlaxoSmithKline Cold, Cough and Sore Throat Remedies Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 77. GlaxoSmithKline Business Overview

Table 78. GlaxoSmithKline SWOT Analysis

Table 79. GlaxoSmithKline Recent Developments

Table 80. Novartis Basic Information

Table 81. Novartis Cold, Cough and Sore Throat Remedies Product Overview

Table 82. Novartis Cold, Cough and Sore Throat Remedies Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 83. Novartis Business Overview

Table 84. Novartis Recent Developments

Table 85. Bayer Basic Information

Table 86. Bayer Cold, Cough and Sore Throat Remedies Product Overview

Table 87. Bayer Cold, Cough and Sore Throat Remedies Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 88. Bayer Business Overview

Table 89. Bayer Recent Developments

Table 90. AstraZeneca Basic Information

Table 91. AstraZeneca Cold, Cough and Sore Throat Remedies Product Overview

Table 92. AstraZeneca Cold, Cough and Sore Throat Remedies Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 93. AstraZeneca Business Overview

Table 94. AstraZeneca Recent Developments

Table 95. Sun Pharmaceutical Industries Basic Information

Table 96. Sun Pharmaceutical Industries Cold, Cough and Sore Throat Remedies Product Overview

Table 97. Sun Pharmaceutical Industries Cold, Cough and Sore Throat Remedies Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 98. Sun Pharmaceutical Industries Business Overview

Table 99. Sun Pharmaceutical Industries Recent Developments

Table 100. Pfizer Basic Information

Table 101. Pfizer Cold, Cough and Sore Throat Remedies Product Overview

Table 102. Pfizer Cold, Cough and Sore Throat Remedies Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 103. Pfizer Business Overview

Table 104. Pfizer Recent Developments

Table 105. Prestige Brands Basic Information

Table 106. Prestige Brands Cold, Cough and Sore Throat Remedies Product Overview

Table 107. Prestige Brands Cold, Cough and Sore Throat Remedies Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 108. Prestige Brands Business Overview

Table 109. Prestige Brands Recent Developments

Table 110. Global Cold, Cough and Sore Throat Remedies Sales Forecast by Region (2026-2035) & (K MT)

Table 111. Global Cold, Cough and Sore Throat Remedies Market Size Forecast by Region (2026-2035) & (M USD)

Table 112. North America Cold, Cough and Sore Throat Remedies Sales Forecast by Country (2026-2035) & (K MT)

Table 113. North America Cold, Cough and Sore Throat Remedies Market Size Forecast by Country (2026-2035) & (M USD)

Table 114. Europe Cold, Cough and Sore Throat Remedies Sales Forecast by Country (2026-2035) & (K MT)

Table 115. Europe Cold, Cough and Sore Throat Remedies Market Size Forecast by Country (2026-2035) & (M USD)

Table 116. Asia Pacific Cold, Cough and Sore Throat Remedies Sales Forecast by Region (2026-2035) & (K MT)

Table 117. Asia Pacific Cold, Cough and Sore Throat Remedies Market Size Forecast by Region (2026-2035) & (M USD)

Table 118. South America Cold, Cough and Sore Throat Remedies Sales Forecast by Country (2026-2035) & (K MT)

Table 119. South America Cold, Cough and Sore Throat Remedies Market Size Forecast by Country (2026-2035) & (M USD)

Table 120. Middle East and Africa Cold, Cough and Sore Throat Remedies Sales Forecast by Country (2026-2035) & (Units)

Table 121. Middle East and Africa Cold, Cough and Sore Throat Remedies Market Size Forecast by Country (2026-2035) & (M USD)

Table 122. Global Cold, Cough and Sore Throat Remedies Sales Forecast by Type (2026-2035) & (K MT)

Table 123. Global Cold, Cough and Sore Throat Remedies Market Size Forecast by Type (2026-2035) & (M USD)

Table 124. Global Cold, Cough and Sore Throat Remedies Price Forecast by Type

(2026-2035) & (USD/KG)

Table 125. Global Cold, Cough and Sore Throat Remedies Sales (K MT) Forecast by Application (2026-2035)

Table 126. Global Cold, Cough and Sore Throat Remedies Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Product Picture of Cold, Cough and Sore Throat Remedies

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Cold, Cough and Sore Throat Remedies Market Size (M USD), 2025-2035

Figure 5. Global Cold, Cough and Sore Throat Remedies Market Size (M USD) (2020-2035)

Figure 6. Global Cold, Cough and Sore Throat Remedies Sales (K MT) & (2020-2035)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Cold, Cough and Sore Throat Remedies Market Size by Country (M USD)

Figure 11. Company Assessment Quadrant

Figure 12. Global Cold, Cough and Sore Throat Remedies Product Life Cycle

Figure 13. Cold, Cough and Sore Throat Remedies Sales Share by Manufacturers in 2025

Figure 14. Global Cold, Cough and Sore Throat Remedies Revenue Share by Manufacturers in 2025

Figure 15. Cold, Cough and Sore Throat Remedies Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 16. Global Market Cold, Cough and Sore Throat Remedies Average Price (USD/KG) of Key Manufacturers in 2025

Figure 17. The Global 5 and 10 Largest Players: Market Share by Cold, Cough and Sore Throat Remedies Revenue in 2025

Figure 18. Industry Chain Map of Cold, Cough and Sore Throat Remedies

Figure 19. Global Cold, Cough and Sore Throat Remedies Market PEST Analysis

Figure 20. Global Cold, Cough and Sore Throat Remedies Market Porter's Five Forces Analysis

Figure 21. Global Merchandise Trade as a Percentage Of GDP

Figure 22. US - Imports of Goods by Country

Figure 23. China Exports by Country

Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers

Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 26. Global Cold, Cough and Sore Throat Remedies Market Share by Type

Figure 27. Sales Market Share of Cold, Cough and Sore Throat Remedies by Type

(2020-2025)

Figure 28. Sales Market Share of Cold, Cough and Sore Throat Remedies by Type in 2025

Figure 29. Market Share of Cold, Cough and Sore Throat Remedies by Type (2020-2025)

Figure 30. Market Share of Cold, Cough and Sore Throat Remedies by Type in 2025

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Cold, Cough and Sore Throat Remedies Market Share by Application

Figure 33. Global Cold, Cough and Sore Throat Remedies Sales Market Share by Application (2020-2025)

Figure 34. Global Cold, Cough and Sore Throat Remedies Sales Market Share by Application in 2025

Figure 35. Global Cold, Cough and Sore Throat Remedies Market Share by Application (2020-2025)

Figure 36. Global Cold, Cough and Sore Throat Remedies Market Share by Application in 2025

Figure 37. Global Cold, Cough and Sore Throat Remedies Sales Growth Rate by Application (2020-2025)

Figure 38. Global Cold, Cough and Sore Throat Remedies Sales Market Share by Region (2020-2025)

Figure 39. Global Cold, Cough and Sore Throat Remedies Market Size by Region (2020-2025)

Figure 40. North America Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Cold, Cough and Sore Throat Remedies Sales Market Share by Country in 2024

Figure 43. North America Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Cold, Cough and Sore Throat Remedies Market Size by Country in 2024

Figure 45. U.S. Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Cold, Cough and Sore Throat Remedies Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Cold, Cough and Sore Throat Remedies Market Size (M USD) and

Growth Rate (2020-2025)

Figure 49. Mexico Cold, Cough and Sore Throat Remedies Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Cold, Cough and Sore Throat Remedies Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Cold, Cough and Sore Throat Remedies Sales Market Share by Country in 2024

Figure 53. Europe Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Cold, Cough and Sore Throat Remedies Market Size by Country in 2024

Figure 55. Germany Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Cold, Cough and Sore Throat Remedies Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Cold, Cough and Sore Throat Remedies Sales Market Share by Region in 2024

Figure 67. Asia Pacific Cold, Cough and Sore Throat Remedies Market Size by Region in 2024

Figure 68. China Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Cold, Cough and Sore Throat Remedies Sales and Growth Rate (K MT)

Figure 79. South America Cold, Cough and Sore Throat Remedies Sales Market Share by Country in 2024

Figure 80. South America Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (M USD)

Figure 81. South America Cold, Cough and Sore Throat Remedies Market Size by Country in 2024

Figure 82. Brazil Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Cold, Cough and Sore Throat Remedies Market Size and Growth

Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Cold, Cough and Sore Throat Remedies Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Cold, Cough and Sore Throat Remedies Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Cold, Cough and Sore Throat Remedies Market Size by Region in 2024

Figure 92. Saudi Arabia Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Cold, Cough and Sore Throat Remedies Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Cold, Cough and Sore Throat Remedies Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Cold, Cough and Sore Throat Remedies Production Market Share by Region (2020-2025)

Figure 103. North America Cold, Cough and Sore Throat Remedies Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Cold, Cough and Sore Throat Remedies Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Cold, Cough and Sore Throat Remedies Production (K MT) Growth Rate (2020-2025)

Figure 106. China Cold, Cough and Sore Throat Remedies Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Cold, Cough and Sore Throat Remedies Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Cold, Cough and Sore Throat Remedies Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Cold, Cough and Sore Throat Remedies Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Cold, Cough and Sore Throat Remedies Market Share Forecast by Type (2026-2035)

Figure 111. Global Cold, Cough and Sore Throat Remedies Sales Forecast by Application (2026-2035)

Figure 112. Global Cold, Cough and Sore Throat Remedies Market Share Forecast by Application (2026-2035)

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