

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

<https://marketpublishers.com/r/C8983A0F6A3EN.html>

Date: October 2019

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: C8983A0F6A3EN

Abstracts

Kenyan consumers are increasingly researching their symptoms online and against official general warnings, are making use of self-medication OTC medicine in addition to traditional natural remedies as part of a focus on leading healthier lifestyles. This approach is in part due to the wish to avoid the cost of medical care in the country; instead of paying for consultation fees, consumers would rather first research or ask the advice of a pharmacist in relation to less serious illnesses. This is leading...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 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.

Contents

Headlines

Prospects

Kenyans Attempt To Avoid Costly Trips To Doctors Through Self-medication and Research

Consumers Increasingly Looking To Cough/cold Remedies As First Line of Defence

Traditional Use of Natural Alternative Remedies Could Halt Category's Further Potential Competitive Landscape

Gsk Consumer Healthcare Holds Convincing Lead Over Local Player

Players Capitalise on Kenyans' Appreciation of Natural Ingredients

More Positive Outlook for Paediatric Cough/cold Remedies As Producers Aim To Make Dosing Easier for Parents

Category Data

Table 1 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2014-2019

Table 2 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2014-2019

Table 3 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2015-2019

Table 4 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2016-2019

Table 5 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 6 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Executive Summary

Ongoing Demand for Consumer Health Driven by Growing Mid-income Segment and More Affordable Generics for Less Affluent Kenyans

Country Continues To Look To Parallel Imports for Affordable Generics Despite Local Manufacturers Supplying High Share of Rx Products To Region

Gsk Consumer Healthcare Leads Fragmented Competitive Landscape

Chemists/pharmacies Remains Dominant Distribution Channel But Mobile Apps Offer Consumers Innovative Way To Locate Certain Products

Consumer Health To Record Positive Performance Supported by Greater Uptake of Affordable Generics

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2014-2019

Table 8 Life Expectancy at Birth 2014-2019

Market Data

Table 9 Sales of Consumer Health by Category: Value 2014-2019

Table 10 Sales of Consumer Health by Category: % Value Growth 2014-2019

Table 11 NBO Company Shares of Consumer Health: % Value 2015-2019

Table 12 LBN Brand Shares of Consumer Health: % Value 2016-2019

Table 13 Distribution of Consumer Health by Format: % Value 2014-2019

Table 14 Distribution of Consumer Health by Format and Category: % Value 2019

Table 15 Forecast Sales of Consumer Health by Category: Value 2019-2024

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth
2019-2024

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Definitions

Sources

Summary 1 Research Sources

I would like to order

Product name: Cough, Cold and Allergy (Hay Fever) Remedies in Kenya

Product link: <https://marketpublishers.com/r/C8983A0F6A3EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C8983A0F6A3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970