

# Cough, Cold and Allergy (Hay Fever) Remedies in Austria

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## Abstracts

Cough, cold and allergy (hay fever) remedies received a strong sales boost in 2022 due to consumers returning to working in the office more frequently again and kids returning to in-school classes. This led to consumers spending more time among other people thus increasing risk of infection with cold and flu. With consumers rebuilding their immune system the incidence of cold and flu has not been at such elevated levels in 2023 and thus demand for cough, cold and allergy (hay fever) remedies has...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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