

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

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Abstracts

Although the threat from COVID-19 is largely perceived to have past, many consumers continue to worry about how people will react if they sneeze or cough in public. Volume growth of cough, cold and allergy (hay fever) remedies is helping to drive the whole OTC consumer health segment. The category's growth has mainly been linked to the recirculation of cold and flu viruses following the reopening of society in the wake of the pandemic. The flu season was heavy in Q4 2022 and Q1 2023, with cough...

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