

Cough, Cold and Allergy (Hay Fever) Remedies - Philippines

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Abstracts

During the second half of 2009, demand for cough, cold and allergy (hay fever) remedies products was boosted by erratic weather patterns that caused several typhoons to hit the Philippines. In addition, worsening air pollution in major cities, caused by traffic and industrial activity, also bolstered demand. This helped to offset the negative impact of reduced consumer spending on healthcare products in the wake of the economic downturn.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies Products in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Antihistamines/Allergy Remedies (Systemic), Child-Specific Cough, Cold and Allergy Remedies, Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, 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 Consumer Health industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

March 2010

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