

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

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2017 witnessed a shift from mid-priced to low-priced branded products as consumers traded down due to falling disposable incomes and the unstable economic climate. Nasal sprays posted the strongest current value growth due to an outbreak of colds during the winter. There was a noticeable shift from drops to sprays at the end of the review period. Drops tended to be purchased for children or by lower-income households. Overall strong consumer confidence in the self-medication of coughs and colds...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 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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