

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

URL:	<a href="https://marketpublishers.com/r/CD741068041EN.html">https://marketpublishers.com/r/CD741068041EN.html</a>
Date:	October 20, 2017
Pages:	14
Price:	US\$ 990.00
ID:	CD741068041EN

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.

### Table of Content

Headlines

Prospects

Low Disposable Incomes Lead To Consumers Trading Down

Weather Anomalies Affect the Use of Systemic Antihistamines/allergy Remedies

Syrup Format Continues To Prevail in Cough Remedies

Competitive Landscape

Multinationals Dominate Cough, Cold and Allergy (hay Fever) Remedies

Level of Investment in Promotion and Advertising Significantly Affects the Competitive Environment

Category Data

Table 1 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2012-2017

Table 2 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2012-2017

Table 3 Sales of Decongestants by Category: Value 2012-2017

Table 4 Sales of Decongestants by Category: % Value Growth 2012-2017

Table 5 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2013-2017

Table 6 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2014-2017

Table 7 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2017-2022

Table 8 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2017-2022

Executive Summary

Demand for Consumer Health Products Recovers Amidst the Economic Recession

Russian Consumer Health Slowly Adapts To Changing Conditions

Consumer Health Hampered by the Wide Use of Raw Herbal Materials and the Increasing Share of Generics

Russian Demographics Shape the Performance of Consumer Health

Consumer Health Expected To Grow at A Slow Pace Over the Forecast Period

Market Indicators

Table 9 Consumer Expenditure on Health Goods and Medical Services: Value 2012-2017

Table 10 Life Expectancy at Birth 2012-2017

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Sources

Summary 1 Research Sources

### I would like to order:

**Product name:** Cough, Cold and Allergy (Hay Fever) Remedies in Russia  
**Product link:** <https://marketpublishers.com/r/CD741068041EN.html>  
**Product ID:** CD741068041EN  
**Price:** US\$ 990.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/CD741068041EN.html>

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

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.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**