

Cough, Cold and Allergy (Hay Fever) Remedies in South Korea

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Abstracts

As with analgesics, consumers in Q1 and Q2 bought cough and cold remedies due to the outbreak of COVID-19, to ward off any symptoms. The impact of this will see growth move to 1% in 2020, up from a decline in 2019. Most of this value growth is predicted to come from cough remedies, which will move from negative growth of 2%, to positive value growth of 3% in 2020. With some pharmacies running low on stock due to heightened demand, consumers took to convenience stores to buy popular items, includ...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. Forecasts to 2024 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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2020 IMPACT

COVID-19 encourages sales of cold remedies, with prescription numbers declining, boosting value growth for OTC products

Heightened hygiene and falling allergy rates lead to lower value growth for antihistamines/allergy remedies (systemic) and nasal sprays

Lotte Confectionery maintains the top spot as local brands lead, while Whituben is acquired by Celltrion

RECOVERY AND OPPORTUNITIES

Stable growth over the forecast period, driven by antihistamines/allergy remedies and pharyngeal preparations

Nasal sprays leads growth over the forecast period, with harsh weather and rising allergies supporting sales

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