

Cough, Cold and Allergy (Hay Fever) Remedies in Hong Kong, China

<https://marketpublishers.com/r/D9A974EF607EN.html>

Date: February 2024

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: D9A974EF607EN

Abstracts

The removal of mask-wearing and social distancing measures in March 2023 led to rising demand for cough, cold and allergy remedies as respiratory infections increased. Since February 2020, local seasonal influenza in Hong Kong has remained at a low level, primarily due to the implementation of mask-wearing and social distancing policies in response to the COVID-19 pandemic. These measures have been in place to reduce the transmission of respiratory viruses, including influenza. As a result, Hong...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

Contents

Cough, Cold and Allergy (Hay Fever) Remedies in Hong Kong, China
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN HONG KONG, CHINA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Spike in influenza sustains strong growth for cough and cold remedies

Herbal/traditional products continues to rise

E-commerce continues to increase its distribution penetration

PROSPECTS AND OPPORTUNITIES

Growth of cough remedies and pharyngeal preparations set to slow

Rising consumer awareness of allergies offers growth potential for antihistamines/
allergy remedies

Tourist spending to support recovery in the longer term

CATEGORY DATA

Table 1 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value
2018-2023

Table 2 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value
Growth 2018-2023

Table 3 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: %
Value 2019-2023

Table 4 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value
2020-2023

Table 5 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category:
Value 2023-2028

Table 6 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category:
% Value Growth 2023-2028

CONSUMER HEALTH IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Cough, Cold and Allergy (Hay Fever) Remedies in Hong Kong, China

Product link: <https://marketpublishers.com/r/D9A974EF607EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D9A974EF607EN.html>

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

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.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