

Global Cold and Flu Drugs Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Cold and Flu Drugs market size was valued at USD 41290 million in 2023 and is forecast to a readjusted size of USD 59500 million by 2030 with a CAGR of 5.4% during review period.

Cold medicines are medications used by people with the common cold, cough, or related conditions. There is, however, no good evidence that cough medications reduce coughing.

The Cough and Cold Remedies Market is driven by the recurring nature of respiratory ailments and seasonal illnesses, such as coughs and colds, which create a consistent demand for over-the-counter remedies. Cough and cold remedies, including cough syrups, decongestants, and throat lozenges, provide individuals with relief from common symptoms and discomfort associated with these ailments. As consumers prioritize self-care and symptom management, the market for these remedies continues to expand. The advent of innovative formulations and delivery methods further fuels market growth. However, a significant challenge for this market is the need to address regulatory and safety concerns surrounding certain ingredients, ensuring that remedies are effective and safe for users. Overcoming the evolving landscape of cold and flu viruses and the need to tailor products to address specific symptoms pose ongoing challenges. Additionally, the market faces competition from alternative therapies, natural remedies, and preventive measures. Striking a balance between providing accessible and reliable remedies for symptom relief while navigating evolving consumer preferences and safety considerations is crucial for the continued growth of the Cough and Cold Remedies Market.

The Global Info Research report includes an overview of the development of the Cold

and Flu Drugs industry chain, the market status of OTC (Antihistamines, Expectorants), Rx (Antihistamines, Expectorants), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Cold and Flu Drugs.

Regionally, the report analyzes the Cold and Flu Drugs markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Cold and Flu Drugs market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Cold and Flu Drugs market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Cold and Flu Drugs industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Antihistamines, Expectorants).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Cold and Flu Drugs market.

Regional Analysis: The report involves examining the Cold and Flu Drugs market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Cold and Flu Drugs market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Cold and Flu Drugs:

Company Analysis: Report covers individual Cold and Flu Drugs players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Cold and Flu Drugs. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (OTC, Rx).

Technology Analysis: Report covers specific technologies relevant to Cold and Flu Drugs. It assesses the current state, advancements, and potential future developments in Cold and Flu Drugs areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Cold and Flu Drugs market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Cold and Flu Drugs market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Antihistamines

Expectorants

Bronchodilators

Decongestants

Antibiotics

Others

Market segment by Application

OTC

Rx

Market segment by players, this report covers

Reckitt Benckiser Group

Johnson & Johnson

GlaxoSmithKline

Novartis

Bayer

AstraZeneca

Sun Pharmaceutical Industries

Pfizer

Prestige Brands Holdings

Procter & Gamble

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Cold and Flu Drugs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Cold and Flu Drugs, with revenue, gross margin and global market share of Cold and Flu Drugs from 2019 to 2024.

Chapter 3, the Cold and Flu Drugs competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Cold and Flu Drugs market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Cold and Flu Drugs.

Chapter 13, to describe Cold and Flu Drugs research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Cold and Flu Drugs
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Classification of Cold and Flu Drugs by Type
 - 1.3.1 Overview: Global Cold and Flu Drugs Market Size by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Global Cold and Flu Drugs Consumption Value Market Share by Type in 2023
 - 1.3.3 Antihistamines
 - 1.3.4 Expectorants
 - 1.3.5 Bronchodilators
 - 1.3.6 Decongestants
 - 1.3.7 Antibiotics
 - 1.3.8 Others
- 1.4 Global Cold and Flu Drugs Market by Application
 - 1.4.1 Overview: Global Cold and Flu Drugs Market Size by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 OTC
 - 1.4.3 Rx
- 1.5 Global Cold and Flu Drugs Market Size & Forecast
- 1.6 Global Cold and Flu Drugs Market Size and Forecast by Region
 - 1.6.1 Global Cold and Flu Drugs Market Size by Region: 2019 VS 2023 VS 2030
 - 1.6.2 Global Cold and Flu Drugs Market Size by Region, (2019-2030)
 - 1.6.3 North America Cold and Flu Drugs Market Size and Prospect (2019-2030)
 - 1.6.4 Europe Cold and Flu Drugs Market Size and Prospect (2019-2030)
 - 1.6.5 Asia-Pacific Cold and Flu Drugs Market Size and Prospect (2019-2030)
 - 1.6.6 South America Cold and Flu Drugs Market Size and Prospect (2019-2030)
 - 1.6.7 Middle East and Africa Cold and Flu Drugs Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

- 2.1 Reckitt Benckiser Group
 - 2.1.1 Reckitt Benckiser Group Details
 - 2.1.2 Reckitt Benckiser Group Major Business
 - 2.1.3 Reckitt Benckiser Group Cold and Flu Drugs Product and Solutions
 - 2.1.4 Reckitt Benckiser Group Cold and Flu Drugs Revenue, Gross Margin and Market

Share (2019-2024)

2.1.5 Reckitt Benckiser Group Recent Developments and Future Plans

2.2 Johnson & Johnson

2.2.1 Johnson & Johnson Details

2.2.2 Johnson & Johnson Major Business

2.2.3 Johnson & Johnson Cold and Flu Drugs Product and Solutions

2.2.4 Johnson & Johnson Cold and Flu Drugs Revenue, Gross Margin and Market

Share (2019-2024)

2.2.5 Johnson & Johnson Recent Developments and Future Plans

2.3 GlaxoSmithKline

2.3.1 GlaxoSmithKline Details

2.3.2 GlaxoSmithKline Major Business

2.3.3 GlaxoSmithKline Cold and Flu Drugs Product and Solutions

2.3.4 GlaxoSmithKline Cold and Flu Drugs Revenue, Gross Margin and Market Share

(2019-2024)

2.3.5 GlaxoSmithKline Recent Developments and Future Plans

2.4 Novartis

2.4.1 Novartis Details

2.4.2 Novartis Major Business

2.4.3 Novartis Cold and Flu Drugs Product and Solutions

2.4.4 Novartis Cold and Flu Drugs Revenue, Gross Margin and Market Share

(2019-2024)

2.4.5 Novartis Recent Developments and Future Plans

2.5 Bayer

2.5.1 Bayer Details

2.5.2 Bayer Major Business

2.5.3 Bayer Cold and Flu Drugs Product and Solutions

2.5.4 Bayer Cold and Flu Drugs Revenue, Gross Margin and Market Share

(2019-2024)

2.5.5 Bayer Recent Developments and Future Plans

2.6 AstraZeneca

2.6.1 AstraZeneca Details

2.6.2 AstraZeneca Major Business

2.6.3 AstraZeneca Cold and Flu Drugs Product and Solutions

2.6.4 AstraZeneca Cold and Flu Drugs Revenue, Gross Margin and Market Share

(2019-2024)

2.6.5 AstraZeneca Recent Developments and Future Plans

2.7 Sun Pharmaceutical Industries

2.7.1 Sun Pharmaceutical Industries Details

- 2.7.2 Sun Pharmaceutical Industries Major Business
- 2.7.3 Sun Pharmaceutical Industries Cold and Flu Drugs Product and Solutions
- 2.7.4 Sun Pharmaceutical Industries Cold and Flu Drugs Revenue, Gross Margin and Market Share (2019-2024)
- 2.7.5 Sun Pharmaceutical Industries Recent Developments and Future Plans
- 2.8 Pfizer
 - 2.8.1 Pfizer Details
 - 2.8.2 Pfizer Major Business
 - 2.8.3 Pfizer Cold and Flu Drugs Product and Solutions
 - 2.8.4 Pfizer Cold and Flu Drugs Revenue, Gross Margin and Market Share (2019-2024)
 - 2.8.5 Pfizer Recent Developments and Future Plans
- 2.9 Prestige Brands Holdings
 - 2.9.1 Prestige Brands Holdings Details
 - 2.9.2 Prestige Brands Holdings Major Business
 - 2.9.3 Prestige Brands Holdings Cold and Flu Drugs Product and Solutions
 - 2.9.4 Prestige Brands Holdings Cold and Flu Drugs Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 Prestige Brands Holdings Recent Developments and Future Plans
- 2.10 Procter & Gamble
 - 2.10.1 Procter & Gamble Details
 - 2.10.2 Procter & Gamble Major Business
 - 2.10.3 Procter & Gamble Cold and Flu Drugs Product and Solutions
 - 2.10.4 Procter & Gamble Cold and Flu Drugs Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Procter & Gamble Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

- 3.1 Global Cold and Flu Drugs Revenue and Share by Players (2019-2024)
- 3.2 Market Share Analysis (2023)
 - 3.2.1 Market Share of Cold and Flu Drugs by Company Revenue
 - 3.2.2 Top 3 Cold and Flu Drugs Players Market Share in 2023
 - 3.2.3 Top 6 Cold and Flu Drugs Players Market Share in 2023
- 3.3 Cold and Flu Drugs Market: Overall Company Footprint Analysis
 - 3.3.1 Cold and Flu Drugs Market: Region Footprint
 - 3.3.2 Cold and Flu Drugs Market: Company Product Type Footprint
 - 3.3.3 Cold and Flu Drugs Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Cold and Flu Drugs Consumption Value and Market Share by Type (2019-2024)

4.2 Global Cold and Flu Drugs Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Cold and Flu Drugs Consumption Value Market Share by Application (2019-2024)

5.2 Global Cold and Flu Drugs Market Forecast by Application (2025-2030)

6 NORTH AMERICA

6.1 North America Cold and Flu Drugs Consumption Value by Type (2019-2030)

6.2 North America Cold and Flu Drugs Consumption Value by Application (2019-2030)

6.3 North America Cold and Flu Drugs Market Size by Country

6.3.1 North America Cold and Flu Drugs Consumption Value by Country (2019-2030)

6.3.2 United States Cold and Flu Drugs Market Size and Forecast (2019-2030)

6.3.3 Canada Cold and Flu Drugs Market Size and Forecast (2019-2030)

6.3.4 Mexico Cold and Flu Drugs Market Size and Forecast (2019-2030)

7 EUROPE

7.1 Europe Cold and Flu Drugs Consumption Value by Type (2019-2030)

7.2 Europe Cold and Flu Drugs Consumption Value by Application (2019-2030)

7.3 Europe Cold and Flu Drugs Market Size by Country

7.3.1 Europe Cold and Flu Drugs Consumption Value by Country (2019-2030)

7.3.2 Germany Cold and Flu Drugs Market Size and Forecast (2019-2030)

7.3.3 France Cold and Flu Drugs Market Size and Forecast (2019-2030)

7.3.4 United Kingdom Cold and Flu Drugs Market Size and Forecast (2019-2030)

7.3.5 Russia Cold and Flu Drugs Market Size and Forecast (2019-2030)

7.3.6 Italy Cold and Flu Drugs Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

8.1 Asia-Pacific Cold and Flu Drugs Consumption Value by Type (2019-2030)

8.2 Asia-Pacific Cold and Flu Drugs Consumption Value by Application (2019-2030)

8.3 Asia-Pacific Cold and Flu Drugs Market Size by Region

8.3.1 Asia-Pacific Cold and Flu Drugs Consumption Value by Region (2019-2030)

8.3.2 China Cold and Flu Drugs Market Size and Forecast (2019-2030)

8.3.3 Japan Cold and Flu Drugs Market Size and Forecast (2019-2030)

8.3.4 South Korea Cold and Flu Drugs Market Size and Forecast (2019-2030)

8.3.5 India Cold and Flu Drugs Market Size and Forecast (2019-2030)

8.3.6 Southeast Asia Cold and Flu Drugs Market Size and Forecast (2019-2030)

8.3.7 Australia Cold and Flu Drugs Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

9.1 South America Cold and Flu Drugs Consumption Value by Type (2019-2030)

9.2 South America Cold and Flu Drugs Consumption Value by Application (2019-2030)

9.3 South America Cold and Flu Drugs Market Size by Country

9.3.1 South America Cold and Flu Drugs Consumption Value by Country (2019-2030)

9.3.2 Brazil Cold and Flu Drugs Market Size and Forecast (2019-2030)

9.3.3 Argentina Cold and Flu Drugs Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Cold and Flu Drugs Consumption Value by Type (2019-2030)

10.2 Middle East & Africa Cold and Flu Drugs Consumption Value by Application (2019-2030)

10.3 Middle East & Africa Cold and Flu Drugs Market Size by Country

10.3.1 Middle East & Africa Cold and Flu Drugs Consumption Value by Country (2019-2030)

10.3.2 Turkey Cold and Flu Drugs Market Size and Forecast (2019-2030)

10.3.3 Saudi Arabia Cold and Flu Drugs Market Size and Forecast (2019-2030)

10.3.4 UAE Cold and Flu Drugs Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

11.1 Cold and Flu Drugs Market Drivers

11.2 Cold and Flu Drugs Market Restraints

11.3 Cold and Flu Drugs Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Cold and Flu Drugs Industry Chain

12.2 Cold and Flu Drugs Upstream Analysis

12.3 Cold and Flu Drugs Midstream Analysis

12.4 Cold and Flu Drugs Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Cold and Flu Drugs Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Cold and Flu Drugs Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global Cold and Flu Drugs Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Cold and Flu Drugs Consumption Value by Region (2025-2030) & (USD Million)

Table 5. Reckitt Benckiser Group Company Information, Head Office, and Major Competitors

Table 6. Reckitt Benckiser Group Major Business

Table 7. Reckitt Benckiser Group Cold and Flu Drugs Product and Solutions

Table 8. Reckitt Benckiser Group Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. Reckitt Benckiser Group Recent Developments and Future Plans

Table 10. Johnson & Johnson Company Information, Head Office, and Major Competitors

Table 11. Johnson & Johnson Major Business

Table 12. Johnson & Johnson Cold and Flu Drugs Product and Solutions

Table 13. Johnson & Johnson Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. Johnson & Johnson Recent Developments and Future Plans

Table 15. GlaxoSmithKline Company Information, Head Office, and Major Competitors

Table 16. GlaxoSmithKline Major Business

Table 17. GlaxoSmithKline Cold and Flu Drugs Product and Solutions

Table 18. GlaxoSmithKline Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. GlaxoSmithKline Recent Developments and Future Plans

Table 20. Novartis Company Information, Head Office, and Major Competitors

Table 21. Novartis Major Business

Table 22. Novartis Cold and Flu Drugs Product and Solutions

Table 23. Novartis Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. Novartis Recent Developments and Future Plans

Table 25. Bayer Company Information, Head Office, and Major Competitors

- Table 26. Bayer Major Business
- Table 27. Bayer Cold and Flu Drugs Product and Solutions
- Table 28. Bayer Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 29. Bayer Recent Developments and Future Plans
- Table 30. AstraZeneca Company Information, Head Office, and Major Competitors
- Table 31. AstraZeneca Major Business
- Table 32. AstraZeneca Cold and Flu Drugs Product and Solutions
- Table 33. AstraZeneca Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 34. AstraZeneca Recent Developments and Future Plans
- Table 35. Sun Pharmaceutical Industries Company Information, Head Office, and Major Competitors
- Table 36. Sun Pharmaceutical Industries Major Business
- Table 37. Sun Pharmaceutical Industries Cold and Flu Drugs Product and Solutions
- Table 38. Sun Pharmaceutical Industries Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 39. Sun Pharmaceutical Industries Recent Developments and Future Plans
- Table 40. Pfizer Company Information, Head Office, and Major Competitors
- Table 41. Pfizer Major Business
- Table 42. Pfizer Cold and Flu Drugs Product and Solutions
- Table 43. Pfizer Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 44. Pfizer Recent Developments and Future Plans
- Table 45. Prestige Brands Holdings Company Information, Head Office, and Major Competitors
- Table 46. Prestige Brands Holdings Major Business
- Table 47. Prestige Brands Holdings Cold and Flu Drugs Product and Solutions
- Table 48. Prestige Brands Holdings Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 49. Prestige Brands Holdings Recent Developments and Future Plans
- Table 50. Procter & Gamble Company Information, Head Office, and Major Competitors
- Table 51. Procter & Gamble Major Business
- Table 52. Procter & Gamble Cold and Flu Drugs Product and Solutions
- Table 53. Procter & Gamble Cold and Flu Drugs Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 54. Procter & Gamble Recent Developments and Future Plans
- Table 55. Global Cold and Flu Drugs Revenue (USD Million) by Players (2019-2024)
- Table 56. Global Cold and Flu Drugs Revenue Share by Players (2019-2024)

- Table 57. Breakdown of Cold and Flu Drugs by Company Type (Tier 1, Tier 2, and Tier 3)
- Table 58. Market Position of Players in Cold and Flu Drugs, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023
- Table 59. Head Office of Key Cold and Flu Drugs Players
- Table 60. Cold and Flu Drugs Market: Company Product Type Footprint
- Table 61. Cold and Flu Drugs Market: Company Product Application Footprint
- Table 62. Cold and Flu Drugs New Market Entrants and Barriers to Market Entry
- Table 63. Cold and Flu Drugs Mergers, Acquisition, Agreements, and Collaborations
- Table 64. Global Cold and Flu Drugs Consumption Value (USD Million) by Type (2019-2024)
- Table 65. Global Cold and Flu Drugs Consumption Value Share by Type (2019-2024)
- Table 66. Global Cold and Flu Drugs Consumption Value Forecast by Type (2025-2030)
- Table 67. Global Cold and Flu Drugs Consumption Value by Application (2019-2024)
- Table 68. Global Cold and Flu Drugs Consumption Value Forecast by Application (2025-2030)
- Table 69. North America Cold and Flu Drugs Consumption Value by Type (2019-2024) & (USD Million)
- Table 70. North America Cold and Flu Drugs Consumption Value by Type (2025-2030) & (USD Million)
- Table 71. North America Cold and Flu Drugs Consumption Value by Application (2019-2024) & (USD Million)
- Table 72. North America Cold and Flu Drugs Consumption Value by Application (2025-2030) & (USD Million)
- Table 73. North America Cold and Flu Drugs Consumption Value by Country (2019-2024) & (USD Million)
- Table 74. North America Cold and Flu Drugs Consumption Value by Country (2025-2030) & (USD Million)
- Table 75. Europe Cold and Flu Drugs Consumption Value by Type (2019-2024) & (USD Million)
- Table 76. Europe Cold and Flu Drugs Consumption Value by Type (2025-2030) & (USD Million)
- Table 77. Europe Cold and Flu Drugs Consumption Value by Application (2019-2024) & (USD Million)
- Table 78. Europe Cold and Flu Drugs Consumption Value by Application (2025-2030) & (USD Million)
- Table 79. Europe Cold and Flu Drugs Consumption Value by Country (2019-2024) & (USD Million)
- Table 80. Europe Cold and Flu Drugs Consumption Value by Country (2025-2030) &

(USD Million)

Table 81. Asia-Pacific Cold and Flu Drugs Consumption Value by Type (2019-2024) & (USD Million)

Table 82. Asia-Pacific Cold and Flu Drugs Consumption Value by Type (2025-2030) & (USD Million)

Table 83. Asia-Pacific Cold and Flu Drugs Consumption Value by Application (2019-2024) & (USD Million)

Table 84. Asia-Pacific Cold and Flu Drugs Consumption Value by Application (2025-2030) & (USD Million)

Table 85. Asia-Pacific Cold and Flu Drugs Consumption Value by Region (2019-2024) & (USD Million)

Table 86. Asia-Pacific Cold and Flu Drugs Consumption Value by Region (2025-2030) & (USD Million)

Table 87. South America Cold and Flu Drugs Consumption Value by Type (2019-2024) & (USD Million)

Table 88. South America Cold and Flu Drugs Consumption Value by Type (2025-2030) & (USD Million)

Table 89. South America Cold and Flu Drugs Consumption Value by Application (2019-2024) & (USD Million)

Table 90. South America Cold and Flu Drugs Consumption Value by Application (2025-2030) & (USD Million)

Table 91. South America Cold and Flu Drugs Consumption Value by Country (2019-2024) & (USD Million)

Table 92. South America Cold and Flu Drugs Consumption Value by Country (2025-2030) & (USD Million)

Table 93. Middle East & Africa Cold and Flu Drugs Consumption Value by Type (2019-2024) & (USD Million)

Table 94. Middle East & Africa Cold and Flu Drugs Consumption Value by Type (2025-2030) & (USD Million)

Table 95. Middle East & Africa Cold and Flu Drugs Consumption Value by Application (2019-2024) & (USD Million)

Table 96. Middle East & Africa Cold and Flu Drugs Consumption Value by Application (2025-2030) & (USD Million)

Table 97. Middle East & Africa Cold and Flu Drugs Consumption Value by Country (2019-2024) & (USD Million)

Table 98. Middle East & Africa Cold and Flu Drugs Consumption Value by Country (2025-2030) & (USD Million)

Table 99. Cold and Flu Drugs Raw Material

Table 100. Key Suppliers of Cold and Flu Drugs Raw Materials

List Of Figures

LIST OF FIGURES

Figure 1. Cold and Flu Drugs Picture

Figure 2. Global Cold and Flu Drugs Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Cold and Flu Drugs Consumption Value Market Share by Type in 2023

Figure 4. Antihistamines

Figure 5. Expectorants

Figure 6. Bronchodilators

Figure 7. Decongestants

Figure 8. Antibiotics

Figure 9. Others

Figure 10. Global Cold and Flu Drugs Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 11. Cold and Flu Drugs Consumption Value Market Share by Application in 2023

Figure 12. OTC Picture

Figure 13. Rx Picture

Figure 14. Global Cold and Flu Drugs Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 15. Global Cold and Flu Drugs Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 16. Global Market Cold and Flu Drugs Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 17. Global Cold and Flu Drugs Consumption Value Market Share by Region (2019-2030)

Figure 18. Global Cold and Flu Drugs Consumption Value Market Share by Region in 2023

Figure 19. North America Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 20. Europe Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 21. Asia-Pacific Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 22. South America Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 23. Middle East and Africa Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 24. Global Cold and Flu Drugs Revenue Share by Players in 2023

Figure 25. Cold and Flu Drugs Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023

Figure 26. Global Top 3 Players Cold and Flu Drugs Market Share in 2023

Figure 27. Global Top 6 Players Cold and Flu Drugs Market Share in 2023

Figure 28. Global Cold and Flu Drugs Consumption Value Share by Type (2019-2024)

Figure 29. Global Cold and Flu Drugs Market Share Forecast by Type (2025-2030)

Figure 30. Global Cold and Flu Drugs Consumption Value Share by Application (2019-2024)

Figure 31. Global Cold and Flu Drugs Market Share Forecast by Application (2025-2030)

Figure 32. North America Cold and Flu Drugs Consumption Value Market Share by Type (2019-2030)

Figure 33. North America Cold and Flu Drugs Consumption Value Market Share by Application (2019-2030)

Figure 34. North America Cold and Flu Drugs Consumption Value Market Share by Country (2019-2030)

Figure 35. United States Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 36. Canada Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 37. Mexico Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 38. Europe Cold and Flu Drugs Consumption Value Market Share by Type (2019-2030)

Figure 39. Europe Cold and Flu Drugs Consumption Value Market Share by Application (2019-2030)

Figure 40. Europe Cold and Flu Drugs Consumption Value Market Share by Country (2019-2030)

Figure 41. Germany Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 42. France Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 43. United Kingdom Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 44. Russia Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 45. Italy Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 46. Asia-Pacific Cold and Flu Drugs Consumption Value Market Share by Type (2019-2030)

Figure 47. Asia-Pacific Cold and Flu Drugs Consumption Value Market Share by Application (2019-2030)

Figure 48. Asia-Pacific Cold and Flu Drugs Consumption Value Market Share by Region

(2019-2030)

Figure 49. China Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 50. Japan Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 51. South Korea Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 52. India Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 53. Southeast Asia Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 54. Australia Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 55. South America Cold and Flu Drugs Consumption Value Market Share by Type (2019-2030)

Figure 56. South America Cold and Flu Drugs Consumption Value Market Share by Application (2019-2030)

Figure 57. South America Cold and Flu Drugs Consumption Value Market Share by Country (2019-2030)

Figure 58. Brazil Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 59. Argentina Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 60. Middle East and Africa Cold and Flu Drugs Consumption Value Market Share by Type (2019-2030)

Figure 61. Middle East and Africa Cold and Flu Drugs Consumption Value Market Share by Application (2019-2030)

Figure 62. Middle East and Africa Cold and Flu Drugs Consumption Value Market Share by Country (2019-2030)

Figure 63. Turkey Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 64. Saudi Arabia Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 65. UAE Cold and Flu Drugs Consumption Value (2019-2030) & (USD Million)

Figure 66. Cold and Flu Drugs Market Drivers

Figure 67. Cold and Flu Drugs Market Restraints

Figure 68. Cold and Flu Drugs Market Trends

Figure 69. Porters Five Forces Analysis

Figure 70. Manufacturing Cost Structure Analysis of Cold and Flu Drugs in 2023

Figure 71. Manufacturing Process Analysis of Cold and Flu Drugs

Figure 72. Cold and Flu Drugs Industrial Chain

Figure 73. Methodology

Figure 74. Research Process and Data Source

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