

# Cough Syrup Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global cough syrup market size reached US\$ 5.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.3 Billion by 2028, exhibiting a growth rate (CAGR) of 4.2% during 2022-2028.

Cough syrup is a combination drug that is used to provide temporary relief from cough, common cold, hay fever and other respiratory allergies. It is manufactured using non-opioid cough suppressants, expectorants and antihistamine compounds to block the symptoms. The suppressants aid in alleviating the symptoms of dry cough by minimizing the activity of the cough reflex and reducing the urge to cough. The expectorants aid in treating cough with mucus by loosening the mucus, thereby making it easier to expel from the body. The antihistamines are used to relieve cough caused by minor throat or airway irritation. Cough syrups are usually prescribed by doctors or are available over-the-counter (OTC) in pharmacy stores in a wide variety of flavors, such as cherry, orange, honey and bubblegum.

### Cough Syrup Market Trends:

The increasing prevalence of upper respiratory tract infection (URTI) and other respiratory disorders across the globe is one of the key factors driving the growth of the market. Moreover, the rising geriatric population, which is more susceptible to such ailments, is providing a thrust to the market growth. Cough syrup is primarily used for the treatment of dry cough developed due to the prolonged exposure to poor air quality, tobacco and indoor smoke and air pollution. In line with this, the rising health consciousness among the masses and convenient product availability in pharmacies and general stores are also contributing to the growth of the market. Additionally, various product innovations, such as the development of cough syrups with minimal side effects, are acting as other growth-inducing factors. Product manufacturers are developing variants fortified with natural herbs and ingredients with immunity-boosting effects. Other factors, including rising expenditure capacities of the consumers, along

with significant growth in the pharmaceutical industry, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global cough syrup market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, age group and distribution channel.

#### Breakup by Product Type:

Expectorants

Cough Suppressants/Antitussives

Combination Medications

#### Breakup by Age Group:

Pediatric

Adult

#### Breakup by Distribution Channel:

Retail Pharmacy

Hospital Pharmacy

Online Pharmacy

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Acella Pharmaceuticals LLC, Bayer AG, GlaxoSmithKline PLC, Johnson & Johnson, Pfizer Inc., Prestige Consumer Healthcare Inc., Reckitt Benckiser Group PLC, Sanofi, Sun Pharmaceutical Industries Limited and The Procter & Gamble Company.

Key Questions Answered in This Report

1. What was the size of the global cough syrup market in 2022?
2. What is the expected growth rate of the global cough syrup market during 2023-2028?
3. What has been the impact of COVID-19 on the global cough syrup market?
4. What are the key factors driving the global cough syrup market?
5. What is the breakup of the global cough syrup market based on the product type?
6. What is the breakup of the global cough syrup market based on the age group?
7. What is the breakup of the global cough syrup market based on the distribution channel?
8. What are the key regions in the global cough syrup market?
9. Who are the key players/companies in the global cough syrup market?

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