

Global Throat Lozenges Market, By Type (Hard Candy Lozenges, Soft Lozenges & Compressed Lozenges), By Flavor (Menthol (Mint), Honey & Ginger, Orange, Lemon, Others), By Throat Problem (Sore Throat, Cough & Others), By Region, Competition, Forecast & Opportunities, 2025

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# **Abstracts**

Global throat lozenges market was valued USD 6700 Million in 2019 and is forecast to reach USD 8867.25 Million by 2025. Growth in the throat lozenges market is directly proportional to the increase in the geriatric population. The elderly people have low immunity due to which they are at a higher risk of getting affected by infections As per the estimates by the World Health Organization, the global geriatric population is expected to increase from 900 million in 2015 to around 2 billion by 2050.

Throat lozenges, commonly known as cough sweet, cough drop, cachou or troche, are small sized medicated tablets which are often considered as first-line treatment when people are suffering from common cold, flu or any other cause for a bad throat. Cold and cough is a common disease all over the world. Thus, the demand for treatments and medications to cure it is always high.

In terms of type, global throat lozenges market is categorized into hard candy lozenges, soft lozenges and compressed lozenges. Hard candy lozenges occupied 65.05% share in global throat lozenges market in 2019 on account of its availability in various flavors and shapes & sizes, which makes them popular among the people of different age groups.

Regionally, Europe accounted for a significant share in global throat lozenges market in



2019. The growth of Europe throat lozenges market is led by the presence of large number of throat lozenges manufacturers in the region along with increasing government spending and availability of a wide variety of product offerings. Moreover, cold temperature in the nations, accentuate the incidences of cold and cough, which in turn, is driving growth in European throat lozenges market.

Global throat lozenges market is highly saturated due to the presence of a large number of local and multinational companies. Huge number of products are available in the market. Majority of the companies are focusing on cost-effective medication while some has adopted strategies of acquisitions and strategic alliances for growth in the market. Some of the major players operating in global throat lozenges market are The Procter & Gamble Company, Reckitt Benckiser Group Plc, Prestige Consumer Healthcare Inc., Bliss GVS Pharma Ltd., GlaxoSmithKline plc, Sanofi S.A, Ricola AG, Wm. Wrigley Jr. Company, Thornton & Ross Ltd and Honibe (Island Abbey Food Science Ltd.).

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

# Objective of the Study:

To analyze and forecast the market size of global throat lozenges market.

To classify and forecast global throat lozenges market based on type, flavor, throat problem and regional distribution.

To identify drivers and challenges for global throat lozenges market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions etc., in global throat lozenges market.

To conduct pricing analysis for global throat lozenges market.



To identify and analyze the profile of leading players involved in global throat lozenges market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major manufacturers across the globe.

TechSci Research calculated the market size of global throat lozenges market using a bottom-up approach, wherein data for various application across various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

# **Key Target Audience:**

Throat lozenges manufacturers, suppliers, distributors and stakeholders

Throat lozenges raw material suppliers

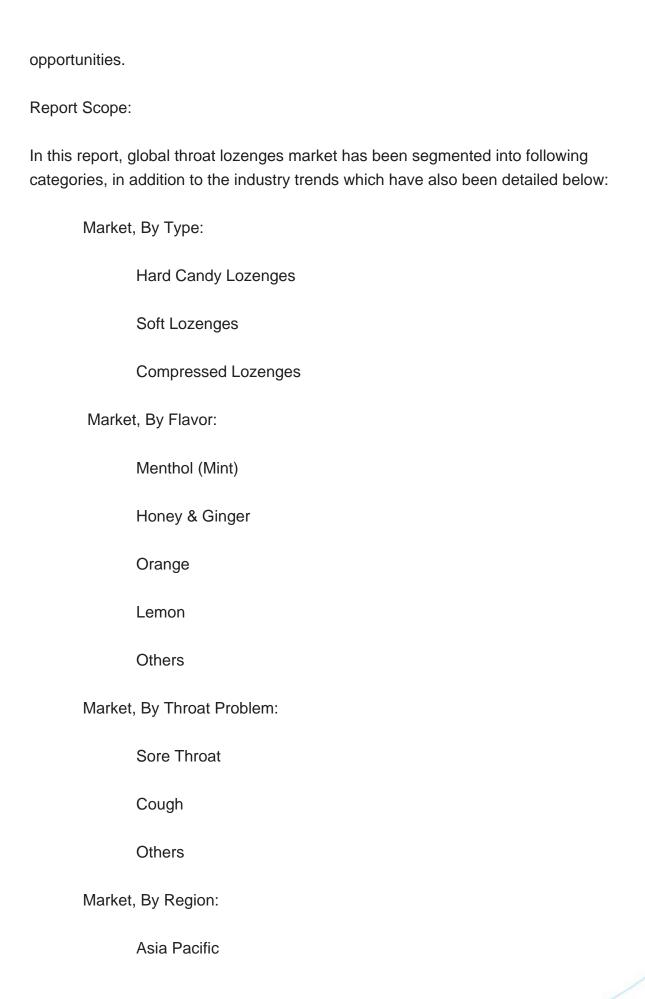
Potential investors

Organizations, forums and alliances related to throat lozenges market

Research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc. besides allowing them in strategizing investments and capitalizing on market







	China			
	India			
	Japan			
	Australia			
	South Korea			
	Thailand			
Europe				
	France			
	Germany			
	United Kingdom			
	Italy			
	Russia			
	Netherlands			
North America				
	United States			
	Mexico			
	Canada			
South America				
	Brazil			

Argentina



Colombia

Middle East and Africa

South Africa

Saudi Arabia

UAE

# Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global throat lozenges market.

**Available Customizations** 

With the given market data, TechSci Research offers customizations according the company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

**Profit Margin Analysis** 

Profit margin analysis in case of direct and indirect sales channel.



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