

Throat Lozenges Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Hard Candy Lozenges, Soft Lozenges & Compressed Lozenges), By Throat Problem (Sore Throat, Cough & Others), By Flavor (Menthol (Mint), Honey & Ginger, Orange, Lemon, Others), By Region, Competition

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Abstracts

The global throat lozenges market was valued at USD 5.7 billion in 2022 and is anticipated to experience robust growth in the forecast period with a CAGR of 5.1% through 2028. The market is driven by a combination of factors that contribute to its growth and sustained demand. Throat lozenges, also known as cough drops or cough sweets, are medicated tablets designed to soothe the throat and provide relief from coughs, sore throats, and other respiratory discomforts. The growth of the throat lozenges market can be attributed to factors such as the rising prevalence of throat-related ailments, increasing awareness about self-medication, and the growing demand for natural and organic alternatives. The Asia Pacific region, in particular, has witnessed significant growth due to the rise in the pediatric and geriatric population.

However, the throat lozenges market also faces challenges. Intense competition among manufacturers is a key challenge, with companies striving to differentiate their products and attract consumers through innovation in formulation, flavors, and packaging. Regulatory compliance is another challenge, as manufacturers must adhere to strict regulations regarding ingredients and product claims. The seasonal nature of demand poses challenges for production planning and inventory management. Price sensitivity among consumers also adds pressure on manufacturers to offer competitive pricing without compromising on quality. Furthermore, building brand recognition and consumer

loyalty in a crowded market can be challenging for throat lozenges companies.

In conclusion, the global throat lozenges market is expected to grow steadily in the coming years. While facing challenges such as intense competition, regulatory compliance, and seasonal demand, manufacturers can seize growth opportunities by catering to consumer preferences, maintaining product quality, and establishing strong brand recognition.

Key Market Drivers:

Rising Prevalence of Respiratory Conditions: The increasing prevalence of respiratory conditions such as cough, cold, flu, and allergies is one of the primary drivers of the throat lozenges market. As respiratory issues continue to affect a large population globally, the demand for throat lozenges as an over-the-counter remedy is expected to grow. Throat lozenges provide temporary relief by moisturizing and numbing the throat, reducing irritation and coughing.

Growing Preference for Natural and Herbal Ingredients.

Consumers are becoming more conscious about their health and seeking natural and herbal alternatives for managing their health conditions. Throat lozenges made from natural ingredients like honey, menthol, eucalyptus, ginger, and herbal extracts are gaining popularity. These natural ingredients offer soothing properties and are perceived as safer options compared to lozenges containing artificial additives or excessive sugar.

Increasing Consumer Awareness and Health Consciousness

With the availability of information on the internet and growing health consciousness, consumers are becoming more aware of self-care practices and the benefits of using throat lozenges for throat-related ailments. Additionally, healthcare professionals often recommend throat lozenges as part of the treatment regimen, further driving consumer awareness and adoption.

Growing Disposable Income

The rise in disposable income in many regions has led to increased spending on healthcare products and remedies. As individuals have more purchasing power, they are willing to invest in throat lozenges as a convenient solution for managing throat

discomfort. This factor is particularly significant in emerging economies where disposable incomes are rising steadily.

Expansion of Distribution Channels

The availability of throat lozenges through various distribution channels plays a vital role in driving market growth. Throat lozenges can be found in pharmacies, drugstores, supermarkets, convenience stores, and online platforms. The accessibility and convenience of purchasing throat lozenges through these channels contribute to their widespread usage and market expansion.

Product Innovation and Flavor Varieties

Manufacturers are continuously innovating their product offerings by introducing new flavors, packaging formats, and formulations of throat lozenges. This constant innovation helps attract consumers who seek variety and prefer unique taste experiences. Flavors like cherry, honey-lemon, mint, and citrus are popular choices among consumers, allowing manufacturers to cater to different preferences.

Increased Focus on Marketing and Promotional Activities

Pharmaceutical companies and throat lozenges manufacturers are investing in marketing and promotional activities to create awareness and promote their products. Advertising campaigns, celebrity endorsements, and social media engagement help reach a wider audience and establish brand loyalty. These marketing efforts significantly impact consumer perception and purchase decisions.

Key Market Challenges

Intense Competition

The throat lozenges market is highly competitive, with numerous established players as well as new entrants vying for market share. This high level of competition puts pressure on manufacturers to differentiate their products and stand out in the market. Companies need to invest in research and development to create innovative formulations, flavors, and packaging to attract consumers.

Regulatory Compliance

The throat lozenges market is subject to stringent regulations and standards, especially regarding the ingredients used and the claims made by manufacturers. Regulatory bodies such as the Food and Drug Administration (FDA) in the United States and the European Medicines Agency (EMA) in Europe govern the safety and efficacy of throat lozenges. Manufacturers must comply with these regulations to ensure product quality and consumer safety.

Rising Health Consciousness

As consumers become more health conscious, they are increasingly seeking natural and organic alternatives to conventional throat lozenges. This shift in consumer preference poses a challenge for manufacturers who need to adapt to changing consumer demands by developing natural and organic throat lozenges and clearly communicating the benefits of these products.

Side Effects and Allergies

Some throat lozenges may cause side effects or allergic reactions in certain individuals. Ingredients such as menthol, eucalyptus, and artificial sweeteners can trigger allergies or have adverse effects on sensitive individuals. To address this challenge, manufacturers need to conduct thorough research and testing to ensure the safety and efficacy of their products.

Seasonal Demand

The demand for throat lozenges is often seasonal, with peak demand occurring during the winter months when cold and flu cases are more prevalent. This seasonal nature of demand poses challenges for manufacturers in terms of production planning, inventory management, and maintaining a consistent revenue stream throughout the year.

Key Market Trends

Rise in pediatric and geriatric populations

One of the key drivers contributing to the growth of the throat lozenges market is the rise in pediatric and geriatric populations. Children and the elderly are more susceptible to throat infections and respiratory illnesses, making throat lozenges an essential part of their treatment. Additionally, with the growing awareness regarding self-medication and the availability of various flavored throat lozenges targeted at children, the demand for

these products is on the rise.

Technological advancements

Technological advancements and product innovations are also fueling the growth of the global throat lozenges market. Manufacturers are focusing on developing lozenges with added benefits such as extended-release formulas, immune-boosting ingredients, and flavors that cater to specific consumer preferences. These advancements aim to enhance the efficacy and consumer experience of throat lozenges, thus increasing their demand.

Increasing prevalence of respiratory diseases

The increasing prevalence of respiratory diseases, including allergies, colds, and flu, is another significant factor driving the demand for throat lozenges. Throat lozenges provide temporary relief from symptoms such as sore throat, cough, and irritation, making them a popular choice among individuals seeking quick relief. With the continuous rise in air pollution, changing climatic conditions, and an increase in respiratory illnesses worldwide, the demand for throat lozenges is expected to grow steadily.

Segmental Insights

Type Insights

The global throat lozenges market is experiencing growth, with hard candy lozenges playing a significant role. Throat lozenges are widely used to provide relief from a sore throat, cough, and other respiratory symptoms. The market is driven by the demand for cost-effective medications and the focus of major key players on manufacturing such products. The COVID-19 pandemic has also contributed to the growth of the throat lozenges market, as people seek remedies for throat-related discomfort. Throat lozenges are available in various types and ingredients, catering to different consumer preferences. As the demand for throat lozenges continues to rise, the market is expected to witness significant developments and innovations in the future.

Flavor Insights

Menthol-flavored lozenges play a significant role in fueling the growth of the global throat lozenges market. Menthol is known for its cooling and soothing properties. Throat

lozenges infused with menthol provide a refreshing sensation that helps relieve a sore throat, cough, and irritation. The menthol flavor enhances the efficacy of the lozenges, making them a popular choice among consumers. Menthol is known for its cooling and soothing properties. Throat lozenges infused with menthol provide a refreshing sensation that helps relieve a sore throat, cough, and irritation. The menthol flavor enhances the efficacy of the lozenges, making them a popular choice among consumers.

Regional Insights:

The global throat lozenges market is fueled by several factors, with a significant role played by the North America region. The North America region, comprising countries like the United States and Canada, holds a substantial market share in the throat lozenges industry. One of the drivers behind the growth of the throat lozenges market in North America is the high prevalence of respiratory conditions such as coughs, colds, and allergies. These conditions affect a significant portion of the population, leading to a consistent demand for throat lozenges as over-the-counter remedies. Consumer awareness regarding self-care practices and the benefits of throat lozenges further contribute to the market growth in this region. Additionally, the preference for natural and herbal ingredients in throat lozenges is gaining traction in North America. Consumers are increasingly conscious about their health and seek products made from natural ingredients like honey, menthol, eucalyptus, and herbal extracts. Throat lozenges made with these ingredients offer soothing properties and are seen as safer alternatives to those containing artificial additives or excessive sugar.

Key Market Players

Sanofi S.A

Thornton & Ross Ltd.

Traditional Medicinals, Inc.

Bliss GVS Pharma Ltd.

GlaxoSmithKline Plc

Honibe

Reckitt Benckiser Group Plc

Ricola AG

Prestige Consumer Healthcare Inc.

Procter & Gamble (P&G) Company

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Report Scope:

In this report, the global throat lozenges market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global throat lozenges Market, By Type:

Hard Candy Lozenges

Soft Lozenges

Compressed Lozenges

Global throat lozenges Market, By Flavor:

Menthol (Mint)

Honey & Ginger

Orange

Lemon

Others

• Global throat lozenges Market, By Throat Problem:

o Sore Throat

o Cough

o Others

Global throat lozenges Market, By Region:

North America

Europe

South America

Middle East & Africa

Asia Pacific

Competitive Landscape

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

Available Customizations:

Global Throat Lozenges Market report with the given market data, Tech Sci Research offers customizations according to a 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).

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