

Asia Pacific Cough Drops Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The Asia Pacific cough drops market is projected to grow significantly, reaching approximately US\$ 1,268.96 million by 2031, up from US\$ 758.74 million in 2023, with an estimated compound annual growth rate (CAGR) of 6.6% during this period.

Executive Summary and Market Analysis

The cough drops market in the Asia Pacific region is experiencing steady growth, influenced by cultural preferences, environmental factors, and evolving consumer behaviors. Seasonal illnesses and concerns about air quality are key drivers of demand, particularly in countries like China, India, and Japan. There is a noticeable consumer shift towards herbal remedies, with ingredients such as ginger and honey gaining popularity, reflecting a broader trend towards natural wellness solutions. Local manufacturers are effectively competing with global brands by catering to regional tastes. The rise of e-commerce has also enhanced product accessibility, while the increased focus on respiratory health following the COVID-19 pandemic has heightened interest in lozenges that support immunity. As health awareness continues to rise, the market is expected to maintain its growth trajectory.

Market Segmentation Analysis

The Asia Pacific cough drops market can be segmented by product type, application, and distribution channel:

By Product: The market is divided into gluten-free, sugar-free, and other categories, with sugar-free cough drops holding the largest market share in 2023.

By Application: The market is categorized into adult and children segments, with adults representing a larger share in 2023.

By Distribution Channel: The market is split into offline and online channels, with offline sales dominating in 2023. The offline segment includes retail pharmacies, supermarkets or hypermarkets, and hospital pharmacies.

Market Outlook

The use of homemade herbal remedies for coughs and sore throats has a long history, and there is a renewed interest in these natural healing practices. Many consumers are now opting for herbal cough drops that feature blends like thyme or licorice root as alternatives to conventional medications. Increased consumer awareness regarding health and wellness is driving demand for cough drops made with natural and organic ingredients. As people become more conscious of the potential side effects of synthetic components in medications, there is a growing preference for natural remedies that incorporate herbal extracts and organic flavors. Ingredients such as honey, ginger, and eucalyptus are gaining traction due to their soothing properties for the throat.

In response to this trend, manufacturers are investing in the development of cough drops that utilize herbal extracts and organic flavors. For instance, in September 2023, Ricola launched a new line of cough drops featuring Swiss herbs, appealing to consumers who favor traditional herbal remedies. This shift towards natural ingredients is not limited to developed markets; emerging economies are also witnessing a surge in demand for herbal and natural products. Companies like Dabur in India are focusing on Ayurvedic formulations to cater to local preferences for herbal solutions. Additionally, in May 2022, Vicks introduced Tulsi cough drops in India, highlighting the convenience of traditional remedies, as Tulsi is known for its health benefits in treating coughs and sore throats.

As consumers become more environmentally conscious, manufacturers that adopt sustainable practices in sourcing and packaging can differentiate themselves in the market. Utilizing eco-friendly materials and promoting the sustainable sourcing of

natural ingredients can enhance brand loyalty among environmentally aware consumers. The increasing focus on natural ingredients and sustainable packaging is expected to create significant growth opportunities for the cough drops market in the near future.

Country Insights

The Asia Pacific cough drops market includes key countries such as China, Japan, India, Australia, South Korea, and others. China held the largest market share in 2023. According to a 2022 article from the European Respiratory Society, chronic cough affects 3.6% of Chinese adults, with higher prevalence in older age groups. Urban areas in China show a notably higher penetration of cough drops, driven by changing lifestyles and the availability of diverse products, including herbal and sugar-free options. The rise of e-commerce has also contributed to increased sales as consumers seek convenience and variety. Factors such as the Chinese government's focus on health and wellness and rising disposable incomes further support market growth in the country. Manufacturers are increasingly integrating natural ingredients into their products and utilizing innovative packaging to enhance appeal.

Company Profiles

Key players in the Asia Pacific cough drops market include Bliss GVS Pharma Ltd, Cipla Ltd, Gepach International, GSK Plc, Mondelez International Inc, Reckitt Benckiser Group Plc, Ricola, Sanofi SA, The Procter & Gamble Co, and Thornton & Ross. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to deliver innovative products and increase their market share.

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