

# North America Cough Drops Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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## Abstracts

The North America Cough Drops Market is projected to grow significantly, reaching approximately US\$ 910.14 million by 2031, up from US\$ 580.21 million in 2023, with a compound annual growth rate (CAGR) of 5.8% during this period.

## Executive Summary and Market Analysis

The cough drops market in North America has shown steady growth, primarily due to increased consumer awareness about respiratory health and a rise in cold and flu symptoms, especially during seasonal changes. This market offers a wide range of products, including menthol-based, herbal, and sugar-free cough drops, catering to diverse consumer preferences. The United States dominates the market, benefiting from a large population, significant healthcare expenditures, and a robust retail network. Major brands such as Ricola, Halls (Mondelez), and Luden's are actively innovating by introducing new flavors and incorporating functional ingredients like vitamin C and zinc to meet evolving consumer demands. The growth of e-commerce and a rising preference for natural and organic products have further diversified the market offerings. Additionally, the COVID-19 pandemic has heightened the focus on immunity, leading to increased demand for therapeutic lozenges. With a growing interest in preventive healthcare and wellness, the North America cough drops market is expected to continue its upward trajectory in the coming years.

## Market Segmentation Analysis

The North America 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 products holding the largest market share in 2023.

**By Application:** The market is categorized into adults and children, with adults accounting for 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**

Common respiratory issues such as colds and influenza are significant contributors to sore throat symptoms. According to the World Health Organization, around 1 billion cases of seasonal influenza occur globally each year, with 3–5 million cases classified as severe. Symptoms typically manifest 1–4 days post-infection and can last about a week. The prevalence of the common cold, flu, and seasonal allergies drives demand for cough relief products as consumers seek immediate alleviation from symptoms like coughing and throat irritation.

Deteriorating air quality due to rapid urbanization has raised concerns about respiratory health, leading to increased cases of respiratory illnesses. Pollutants exacerbate conditions such as asthma and bronchitis, prompting consumers to seek cough drops for relief. The aging population is particularly susceptible to respiratory disorders due to weakened immunity and existing health issues. The World Health Organization projects that by 2030, 1 in 6 individuals globally will be aged 60 or older, with the number of people aged 80 and above expected to triple by 2050. As individuals age, they are more likely to experience chronic illnesses that necessitate symptom management, including the use of cough drops. The rising incidence of chronic lung diseases and immunosuppression is contributing to increased respiratory infections among older adults. Consequently, manufacturers are innovating their product lines and forming partnerships to expand their market presence, driven by the growing burden of respiratory diseases.

## Country Insights

The North America cough drops market includes the US, Canada, and Mexico, with the US holding the largest market share in 2023. The US market is driven by changing consumer preferences and a heightened focus on health and wellness. The increasing prevalence of respiratory conditions, such as colds and allergies, has led to a surge in demand for over-the-counter cough and throat-soothing products. Consumers are increasingly favoring natural and herbal remedies, prompting manufacturers to innovate with products that include herbal extracts, vitamins, and essential oils. For example, in October 2021, HALLS launched HALLS minis Sugar-Free Cough Drops in collaboration with sportscaster Joe Buck. E-commerce has transformed the purchasing landscape for cough drops, providing consumers with greater accessibility and convenience. Online platforms allow for product comparisons, reviews, and a wider selection than traditional retail stores. Seasonal peaks in respiratory illnesses drive sales as consumers stock up on cough relief products, with marketing strategies leveraging social media and online advertising to engage younger demographics.

## Company Profiles

Key players in the North America 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 pursuing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their offerings and increase market share.

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