

# **Global Cough, Cold & Allergy (CCA) Treatment Market (By Product Category, End-Users & Region): Insights & Forecast with Potential Impact of COVID-19 (2020-2024)**

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## **Abstracts**

The global cough, cold & allergy (CCA) treatment market is expected to reach US\$35.36 billion in 2024, growing at a CAGR of 3.90%, for the duration spanning 2020-2024. The factors such as rising demand for over-the-counter (OTC) medicines, upswing in air pollution, growth in the geriatric population, increasing pharmaceutical R&D spending, rising prevalence of asthma and upsurge in healthcare expenditures would drive the growth of the market. However, the market growth would be challenged by abusive use of OTC CCA drugs, threats associated with drugs counterfeiting and legal regulations. A few notable trends may include escalating demand for antihistamines nasal therapy, accelerating growth rates of infectious diseases, increasing focus on telehealth and growth in pharmaceutical & biotech merger & acquisition.

The global CCA treatment market is highly competitive and consolidated in nature. The market is comprised of large multinational players as well as a few smaller and local players. Such players continue to invest considerable funds in developing new drugs in the market, which is resulting in the expansion of the CCA drug portfolio and thereby significantly contributing to its market growth on a global scale.

The fastest growing regional market is the U.S., due to the presence of the well established pharmaceutical brands, having a strong brand image and brand loyal consumers, which has supported the consolidation of the market. Further, the sudden outbreak of the COVID-19 pandemic is resulting in the growing demand for and sales of OTC drugs for the management of common coronavirus symptoms of cough, cold, flu,

rhinitis, which is providing a growth opportunity to the global CCA treatment market during the forecasted period.

#### Scope of the report:

The report provides a comprehensive analysis of the global cough, cold & allergy (CCA) treatment market.

The major regional markets (The U.S., Europe5, Japan and ROW) have been analyzed.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Johnson & Johnson, Pfizer, Novartis AG, Merck & Co., Sanofi and Bristol-Myer Squibb) are also presented in detail.

#### Key Target Audience:

Cough, Cold & Allergy Drugs Manufacturers

Pharmaceuticals and Biopharmaceutical Firms

End Users (Hospitals and Research Institutes)

Investment Banks

Healthcare and Medical Consultants.

Government Bodies & Regulating Authorities

## Contents

### 1. OVERVIEW

- 1.1 Introduction
- 1.2 Difference Between Cold and Allergy
- 1.3 Classes of CCA Drugs
- 1.4 Types of CCA drugs

### 2. IMPACT OF COVID-19

- 2.1 Growth in Use of OTC Drugs
- 2.2 Corticosteroids For COVID-19
- 2.3 COVID-19 Impacts on People With Asthma and Allergies

### 3. GLOBAL MARKET ANALYSIS

- 3.1 Global CCA Treatment Market by Value
- 3.2 Global CCA Treatment Market Forecast by Value
- 3.3 Global CCA Treatment Market Value by Product Category
  - 3.3.1 Global Systemic Cold & Flu Treatment Market by Value
  - 3.3.2 Global Systemic Cold & Flu Treatment Market Forecast by Value
  - 3.3.3 Global Cough Remedies Market by Value
  - 3.3.4 Global Cough Remedies Market Forecast by Value
  - 3.3.5 Global Sore Throat Remedies & Medicated Confectionery Market by Value
  - 3.3.6 Global Sore Throat Remedies & Medicated confectionery Market Forecast by Value
  - 3.3.7 Global Allergy Remedies Market by Value
  - 3.3.8 Global Allergy Remedies Market Forecast by Value
  - 3.3.9 Global Tropical Decongestant Market by Value
  - 3.3.10 Global Tropical Decongestant Market Forecast by Value
- 3.4 Global CCA Treatment Market Value by End-Users
  - 3.4.1 Global Pharmacy CCA Treatment Market by Value
  - 3.4.2 Global Pharmacy CCA Treatment Market Forecast by Value
  - 3.4.3 Global Hospitals & Clinics CCA Treatment Market by Value
  - 3.4.4 Global Hospitals & Clinics CCA Treatment Market Forecast by Value
- 3.5 Global CCA Treatment Market Value by Regions

### 4. REGIONAL MARKET ANALYSIS

#### 4.1 The U.S.

4.1.1 The U.S. CCA Treatment Market by Value

4.1.2 The U.S. CCA Treatment Market Forecast by Value

#### 4.2 Europe5

4.2.1 Europe5 CCA Treatment Market by Value

4.2.2 Europe5 CCA Treatment Market Forecast by Value

#### 4.3 Japan

4.3.1 Japan CCA Treatment Market by Value

4.3.2 Japan CCA Treatment Market Forecast by Value

#### 4.4 ROW

4.4.1 ROW CCA Treatment Market by Value

4.4.2 ROW CCA Treatment Market Forecast by Value

### 5. MARKET DYNAMICS

#### 5.1 Growth Drivers

5.1.1 Rising Sales of Over-the-Counter (OTC) Medicines

5.1.2 Upswing in Air Pollution

5.1.3 Growth in Geriatric Population

5.1.4 Increasing Pharmaceutical R&D Spending

5.1.5 Rising Prevalence of Asthma

5.1.6 Upsurge in Healthcare Expenditures

#### 5.2 Key Trends and Developments

5.2.1 Escalating Demand for Antihistamines Nasal Therapy

5.2.2 Accelerating Growth Rates of Infectious Diseases

5.2.3 Increasing Focus on Telehealth

5.2.4 Growth in Pharmaceutical and Biotech Merger & Acquisition

#### 5.3 Challenges

5.3.1 Abusive Use of OTC CCA Drugs

5.3.2 Threats Associated with Drugs Counterfeiting

5.3.3 Legal Regulations

### 6. COMPETITIVE LANDSCAPE

#### 6.1 Global Market

6.1.1 Key Players – Revenue Comparison

6.1.2 Key Players – R&D Expenditure Comparison

6.1.3 Key Players – Market Capitalization Comparison

## **7. COMPANY PROFILES**

### 7.1 Johnson & Johnson

7.1.1 Business Overview

7.1.2 Financial Overview

7.1.3 Business Strategies

### 7.2 Pfizer

7.2.1 Business Overview

7.2.2 Financial Overview

7.2.3 Business Strategies

### 7.3 Novartis AG

7.3.1 Business Overview

7.3.2 Financial Overview

7.3.3 Business Strategies

### 7.4 Merck and Co.

7.4.1 Business Overview

7.4.2 Financial Overview

7.4.3 Business Strategies

### 7.5 Sanofi

7.5.1 Business Overview

7.5.2 Financial Overview

7.5.3 Business Strategies

### 7.6 Bristol-Myers Squibb

7.6.1 Business Overview

7.6.2 Financial Overview

7.6.3 Business Strategies

## List Of Figures

### LIST OF FIGURES

Classes of CCA drugs

Types of CCA drugs

Global CCA Treatment Market by Value (2015-2019)

Global CCA Treatment Market Forecast by Value (2020-2024)

Global CCA Treatment Market Value by Product Category (2019)

Global Systemic Cold & Flu Treatment Market by Value (2015-2019)

Global Systemic Cold & Flu Treatment Market Forecast by Value (2020-2024)

Global Cough Remedies Market by Value (2015-2019)

Global Cough Remedies Market Forecast by Value (2020-2024)

Global Sore Throat Remedies & Medicated Confectionery Market by Value (2015-2019)

Global Sore Throat Remedies & Medicated Confectionery Market Forecast by Value (2020-2024)

Global Allergy Remedies Market by Value (2015-2019)

Global Allergy Remedies Market Forecast by Value (2020-2024)

Global Tropical Decongestant Market by Value (2015-2019)

Global Tropical Decongestant Market Forecast by Value (2020-2024)

Global CCA Treatment Market Value by End-Users (2019)

Global Pharmacy CCA Treatment Market by Value (2015-2019)

Global Pharmacy CCA Treatment Market Forecast by Value (2020-2024)

Global Hospitals & Clinics CCA Treatment Market by Value (2015-2019)

Global Hospitals & Clinics CCA Treatment Market Forecast by Value (2020-2024)

Global CCA Treatment Market Value by Regions (2019)

The U.S. CCA Treatment Market by Value (2015-2019)

The U.S. CCA Treatment Market Forecast by Value (2020-2024)

Europe5 CCA Treatment Market by Value (2015-2019)

Europe5 CCA Treatment Market Forecast by Value (2020-2024)

Japan CCA Treatment Market by Value (2015-2019)

Japan CCA Treatment Market Forecast by Value (2020-2024)

ROW CCA Treatment Market by Value (2015-2019)

ROW CCA Treatment Market Forecast by Value (2020-2024)

Global OTC Pharmaceutical Market (2015-2019)

Global Geriatric Population – Age 65 and Above (2015-2019)

Global Pharmaceutical R&D Spending (2015-2019)

Global Asthmatic Population – Per 100,000 People (2015-2019)

Global Healthcare Expenditure Per Capita (2015-2019)

Global Intranasal Antihistamines Market (2015-2019)  
Global Growth Rate of Infectious Diseases Forecast (2017-2022)  
Global Telehealth Patient Population (2015-2019)  
Global Pharmaceutical and Biotech M&A (2015-2019)  
Johnson & Johnson Total Sales and Net Earnings (2015-2019)  
Johnson & Johnson Total Sales by Segments (2019)  
Johnson & Johnson Total Sales by Regions (2019)  
Pfizer Revenue and Net Income (2015-2019)  
Pfizer Revenue by Segments (2019)  
Pfizer Revenue by Regions (2019)  
Novartis AG Net Sales and Net Income (2015-2019)  
Novartis AG Net Sales by Segments (2019)  
Novartis AG Net Sales by Regions (2019)  
Merck and Co. Sales and Net Income (2015-2019)  
Merck and Co. Sales by Segments (2019)  
Merck and Co. Sales by Regions (2019)  
Sanofi Net Sales and Net Income (2015-2019)  
Sanofi Net Sales by Segments (2019)  
Sanofi Net Sales by Regions (2019)  
Bristol-Myers Squibb Total Revenue and Net Earnings (2015-2019)  
Bristol-Myers Squibb Total Revenue by Operations (2019)  
Bristol-Myers Squibb Total Revenue by Regions (2019)

## List Of Tables

### LIST OF TABLES

Difference Between Cold and Allergy  
Over-the-Counter Treatment Options for COVID-19  
Air Quality Index (AQI) by highly Polluted Countries (2019)  
Key Players – Revenue Comparison (2019)  
Key Players – R&D Expenditure Comparison (2019)  
Key Players – Market Capitalization Comparison (2020)



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