



Euromonitor  
International

# Cough, Cold and Allergy (Hay Fever) Remedies in Malaysia

September 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cough, cold and allergy (hay fever) remedies sustain steady growth as consumers engage in preventative measures  
Players ramp up new product development, with herbal/traditional ingredients commonly found in new formulations  
Ongoing competition from immunity-strengthening vitamins and dietary supplements

PROSPECTS AND OPPORTUNITIES

Positive outlook expected, with herbal/traditional ingredients continuing as key manufacturer focus  
Development of new products for specialised use, including remedies to break down mucus, while the expansion of e-commerce will introduce new Japanese brands to the market  
Blurring of lines between vitamins and dietary supplements and cough, cold and allergy (hay fever) remedies

CATEGORY DATA

- Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024
- Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024
- Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024
- Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029
- Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

Consumer Health in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Consumer health in 2024: the big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What's next for consumer health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2019-2024
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches

DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cough-cold-and-allergy-hay-fever-remedies-in-malaysia/report](http://www.euromonitor.com/cough-cold-and-allergy-hay-fever-remedies-in-malaysia/report).