



Euromonitor
International

Cough, Cold and Allergy (Hay Fever) Remedies in South Africa

October 2024

Cough, Cold and Allergy (Hay Fever) Remedies in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Long flu season boosts category sales in 2024
Consumer trust in herbal/traditional cough, cold and allergy (hay fever) remedies
Price-sensitive consumers shift towards more affordable options

PROSPECTS AND OPPORTUNITIES

Consumers favour bulk purchases when on promotion
Antihistamines/allergy remedies (systemic) used as alternative sleep aids
South Africans willing to spend more money on paediatric cough/cold 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 South Africa - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What 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

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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-south-africa/report.