



Euromonitor
International

Cough, Cold and Allergy (Hay Fever) Remedies in Hong Kong, China

September 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continuous influenza waves support sales of cough, cold and allergy (hay fever) remedies
- Rising popularity of herbal sprays for oral and nasal discomfort
- Symptom signage increases at health and beauty specialists

PROSPECTS AND OPPORTUNITIES

- Growing popularity of natural solutions to address cough and cold symptoms
- Vitamins and dietary supplements emerges as competition due to preventive healthcare trend
- Tourist recovery to help push demand for 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 Hong Kong, China - 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

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- 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-hong-kong-china/report.