



Euromonitor  
International

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

September 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price rises maintain positive retail value growth amid retail volume struggles  
Allergy remedies benefit from environmental changes  
Vicks maintains top spot

PROSPECTS AND OPPORTUNITIES

Declining demand for cough and cold remedies but a rising need for allergy relief  
Prevalence of natural of products anticipated to rise  
Nasal sprays face challenges

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 Belgium - 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

#### 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-belgium/report](http://www.euromonitor.com/cough-cold-and-allergy-hay-fever-remedies-in-belgium/report).