Euromonitor International

Cough, Cold and Allergy (Hay Fever) Remedies in Indonesia

September 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Affordable formats support growth as price sensitivity persists
Pressure on pharmacies intensifies as competition broadens
E-commerce expansion reshapes urban purchasing habits
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Affordability expected to underpin long-term growth
Combination remedies set to retain leadership as family-focused demand grows
Digital access and herbal innovation anticipated to broaden consumer choice
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Herbal demand reshapes competitive dynamics
Companies focus on brand visibility and distribution to capture demand shifts
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Health and beauty specialists lead sales, while traditional trade supports accessibility
Retail e-commerce gains share through convenience and competitive pricing
Herbal brands strengthen omnichannel presence
Chart 1 Retail Channels 2021-2026

PRODUCTS

Heritage botanicals and preventive routines fuel innovation
Sido Muncul and Deltomed modernise jamu for contemporary consumers
Herbal innovation cements brand leadership and reshapes competition

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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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-indonesia/report.