



Euromonitor
International

Cough, Cold and Allergy (Hay Fever) Remedies in the Philippines

October 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Prevention-led innovation stabilises demand

Regulatory change broadens access to allergy relief

Supply chain resilience strengthens competitive positioning

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Prevention set to expand demand beyond acute illness

Value and convenience to reshape consumer choices

Allergy remedies expected to strengthen premium growth prospects

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Competitive leaders strengthen their positions through innovation and availability

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Health and beauty specialists dominate as pharmacies anchor consumer trust

New retail formats expand accessibility and convenience

Chart 1 Retail Channels 2021-2026

PRODUCTS

Convergence of symptom relief and immune support fuels innovation

Premium non-drowsy antihistamines lead allergy innovation

Resilient sourcing turns operational strength into competitive gain

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-the-philippines/report.