Euromonitor International

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

October 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Companies capitalise on rising respiratory cases and digital engagement
Brands drive value sales as consumers seek affordable online solutions
Online pharmacies boost sales as trusted brands capture digital demand
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Value-focused brands to outperform as online pharmacies expand reach
Medicated confectionery to maintain lead as cough remedies moderate
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lofthouse of Fleetwood Ltd and Reckitt Benckiser (M) Sdn Bhd defend leadership as share stability persists
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Health and beauty specialists reinforce dominance as shoppers value trusted advice
E-commerce expands reach as shoppers seek value and convenience
Chart 1 Retail Channels 2021-2026

PRODUCTS

E-commerce platforms boost visibility and affordability for leading brands
Hurix and Panadol capitalise on extended respiratory season

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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- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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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-malaysia/report.