

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

September 2023

Table of Contents

# Cough, Cold and Allergy (Hay Fever) Remedies in Australia - Category analysis

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Strong growth for cough, cold and allergy remedies amidst widespread flu, and low vaccination rates Key players continue to dominate the Australian market Several cough remedies recalled in Australia for containing pholcodine

## PROSPECTS AND OPPORTUNITIES

Changing regulation for cough remedies a reality check for manufacturers Pharyngeal preparations expected to continue beating medicated confectionery in the battle of throat lozenges More Australians expected to suffer symptoms of hay fever, driving growth for antihistamines/allergy remedies

## CATEGORY DATA

Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value 2023-2028

## Consumer Health in Australia - Industry Overview

## EXECUTIVE SUMMARY

Consumer health in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer health?

#### MARKET INDICATORS

 Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

 Table 8 - Life Expectancy at Birth 2018-2023

# MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023
- Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

# APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

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# DEFINITIONS

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