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

October 2022

Table of Contents
Cough, Cold and Allergy (Hay Fever) Remedies in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Leading brands are affected by shortages due to unexpected increase in demand
Novelties and television advertising help sales of leading players
New apps encourage e-commerce, but store-based purchases are still favoured by Brazilians

PROSPECTS AND OPPORTUNITIES

Combination products and cough remedies will account for most sales in the coming years
Hypera leads, but could improve its participation in the future
Store-based pharmacies will maintain leadership in distribution in the forecast period, but this may change with regulation in the long term

CATEGORY DATA

Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2017-2022
Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2018-2022
Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2022
Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2022-2027
Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2022-2027

Consumer Health in Brazil - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture
New ways of consuming vitamins emerge, and probiotics are highlighted in preventative care
Spin-offs, mergers and acquisitions mark the Brazilian competitive landscape
The advance of pharmacies continues, but could be pressured by the entry of a new distribution channel
Open health, personalisation and logistical issues emerge as important shifts on the horizon

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022
Table 8 - Life Expectancy at Birth 2017-2022

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2017-2022
Table 10 - Sales of Consumer Health by Category: % Value Growth 2017-2022
Table 11 - NBO Company Shares of Consumer Health: % Value 2018-2022
Table 12 - LBN Brand Shares of Consumer Health: % Value 2019-2022
Table 13 - Distribution of Consumer Health by Format: % Value 2017-2022
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2022
Table 15 - Forecast Sales of Consumer Health by Category: Value 2022-2027
Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification
 Vitamins and dietary supplements registration and classification
 Self-medication/self-care and preventive medicine
 Switches
 Summary 1 - OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS
**About Euromonitor International**

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.