



**Euromonitor
International**

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

September 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Pharmacists expand clinical role as allergy season lengthens

Dymista Control launch accelerates shift to dual-action therapies

McCabes app converts in-store buyers as digital demand surges

Chart 1 Sales of Cough, Cold and Allergy (Hay Fever) Remedies

Chart 2 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category 2026

WHAT'S NEXT?

Allergen immunotherapy will shift focus to prevention and referral

Dual-action therapies set to perform well as symptom days rise

Clean-label reformulations and digital support to drive premium positioning

Chart 1 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies

Chart 2 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category

COMPETITIVE LANDSCAPE

Reckitt Benckiser leverages seasonality and format to sustain its lead

Opportunities by building consumer trust and focusing on pharmacies

Chart 1 Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies

Chart 2 Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies

CHANNELS

Pharmacies maintains its lead as advice drives premium sales

E-commerce platforms convert pharmacy shoppers with convenience and range

Chart 1 Retail Channels for Cough, Cold and Allergy (Hay Fever) Remedies

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

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, and 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.

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-ireland/report.