



Euromonitor
International

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

September 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

A milder winter constrains sales in 2026

Medicated confectionery outpaces cough remedies as allergy season lengthens

E-Commerce drives competitive edge for omnichannel players

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Medicated confectionery adoption to widen as prevention drives value

Format innovation and premium claims to unlock new value

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top players sustain leadership through diverse portfolios

Kenvue acquisition set to shift global brand power

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Pharmacies consolidate their lead as offline habits persist

Pharmacy-led omnichannel boosts e-commerce's popularity

Chart 1 Retail Channels 2021-2026

PRODUCTS

Prevention-focused shoppers drive immune-innovation momentum

Farmacias del Ahorro expands digital reach to boost rapid fulfilment

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-mexico/report.