



**Euromonitor
International**

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

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Rising allergy prevalence drives demand, despite an overall value decline
- Cloetta Suomi leads cough, cold and allergy (hay fever) remedies amid dynamic competition
- Retail e-commerce expansion and medicated confectionery shift distribution dynamics in cough, cold, and allergy remedies

PROSPECTS AND OPPORTUNITIES

- Innovation and premium positioning to support value growth in cough, cold and allergy remedies
- Premiumisation and multifunctionality are expected to shape innovation
- Liberalising sore throat and nasal products could reshape Finland's OTC retail landscape

CATEGORY DATA

- Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025
- Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025
- Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025
- Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030
- Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Consumer Health in Finland - Industry Overview

EXECUTIVE SUMMARY

- Consumer Health in 2025: The big picture
- Key trends in 2025
- Competitive landscape
- Channel developments
- What next for Consumer Health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2020-2025
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches
- Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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