



Euromonitor
International

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

September 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Sales decline due to weaker seasonal outbreaks

Brands introduce gummies to capture demand for throat relief

Influenza A and digital consultation drive shift to targeted, immediate treatments

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Leading brands consolidate as demand shifts to targeted solutions

Allergy remedies outperform as medicated confectionery surges

Digital innovation, targeted treatments and cross-category competition reshape demand

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

CR Sanjiu leverages brand trust to reinforce its position

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Pharmacies maintain their leadership due to high levels of consumer trust

Online platforms capture symptom-driven sales with O2O innovation

Chart 1 Retail Channels 2021-2026

PRODUCTS

Dingdang Health transforms allergy relief with instant digital access

Guangzhou Pharmaceutical captures younger consumers

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

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- **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

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- **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-china/report.