

# Cough, Cold and Allergy (Hay Fever) Remedies in the United Arab Emirates

September 2023

Table of Contents

#### Cough, Cold and Allergy (Hay Fever) Remedies in the United Arab Emirates - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Climate change and increased use of air conditioning causes a spike in allergies Impact of seasonal flu expected to decline Rising demand for herbal/traditional cough remedies leads to a growing shelf presence

#### PROSPECTS AND OPPORTUNITIES

Multifunctional products set to be a growth driver Zyrtec set to remain the leading brand in antihistamines/allergy remedies, driven by recommendations Self-care for common ailments set to drive growth

#### CATEGORY DATA

Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023
Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023
Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023
Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028
Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

#### Consumer Health in the United Arab Emirates - Industry Overview

#### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer health?

#### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023Table 8 - Life Expectancy at Birth 2018-2023

#### MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023Table 13 Distribution of Consumer Health by Format: % Value 2018-2023Table 14 Distribution of Consumer Health by Format and Category: % Value 2023Table 15 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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# DEFINITIONS

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