



# Cough, Cold and Allergy (Hay Fever) Remedies in US

September 2026

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

## INDUSTRY PERFORMANCE

Reckitt Benckiser expands usage occasions as sales decline amid weak cold seasons

Combination products leads, while companies expand allergy solutions to gain from climate shifts

Afrin's drug-free line meets the prevention trend and drives daily adoption

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

## WHAT'S NEXT?

Amazon's conversational AI tools set to shift consumer discovery and loyalty

Zyrtec and Cabinet Health to win loyalty with sustainable packaging shift

Afrin's drug-free prevention line expected to accelerate daily-use adoption

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

The top five companies maintain stable shares in 2026

Kenvue's acquisition by Kimberly-Clark strengthens leadership through brand synergy

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

## CHANNELS

Hypermarkets and pharmacies together dominate, but pharmacies is under pressure

Fast delivery by Amazon and Walmart accelerates shift to retail e-commerce

Chart 1 Retail Channels 2021-2026

## PRODUCTS

Digital discovery and format innovation shape the agenda

Established portfolios and digital integration drive recent innovation

Consolidation reinforces competitive advantages for incumbents

## 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

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