Euromonitor International

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

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Herbal remedies gain ground as consumers seek affordable natural alternatives
Import pressures accelerate the shift towards affordable local remedies
E-commerce broadens access as online regulation raises standards
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Urban respiratory pressures expected to sustain year-round demand
Combination remedies poised to benefit from convenient symptom relief
Herbal remedies and compliant e-commerce expected to reshape access
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Benylin retains a strong position through distribution and consumer trust
Herbal remedies broaden competition as consumers prioritise natural options
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Pharmacies dominate through specialist access and consumer trust
Compliant e-commerce extends access beyond physical pharmacies
Chart 1 Retail Channels 2021-2026

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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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-tanzania/report.