Euromonitor International

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

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Value brands and preventive supplements redefine landscape
Medicated confectionery leads while combination products grow fastest
Antihistamine demand expands beyond winter peaks
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacies and digital platforms expected to reshape consumer engagement and sales
Medicated confectionery to sustains lead as drug-free options gain ground
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Players maintain lead by strengthening herbal leadership as rivals diversify
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Pharmacies reinforce their lead with trust and regulatory backing
Online platforms accelerate growth by driving digital engagement
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-

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