

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

October 2023

Table of Contents

## Cough, Cold and Allergy (Hay Fever) Remedies in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand stabilises after a strong year in 2022  
Medicated confectionery the big winner in 2023  
Little change in the competitive landscape as consumers rely on trusted brands

#### PROSPECTS AND OPPORTUNITIES

Modest but positive outlook for cough, cold and allergy (hay fever) remedies as life returns to relative normality  
Increase in allergy sufferers set to boost sales  
Positive and negative trends expected to cancel each other to an extent

#### 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 Austria - 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 2018-2023  
Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023  
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 17 - 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  
Summary 1 - OTC: Switches 2022-2023

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 2 - Research Sources

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