



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

October 2024

Table of Contents

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed sales performances with antihistamines/allergy remedies as the stand-out performer

Decongestants and cough remedies achieve greater normality

Medicated confectionery continue to decline, despite broad distribution

PROSPECTS AND OPPORTUNITIES

Competition from natural alternatives, vitamins and dietary supplements is set to rise

Antihistamines/allergy remedies faces promising sales outlook

Online pharmacies to extend their presence

CATEGORY DATA

Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

Consumer Health in Sweden - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2019-2024

Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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-sweden/report.