



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

September 2024

Table of Contents

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

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Short flu season and early summer hinder cough and cold remedy sales  
Nasal decongestants sees decline as disinvestment fuels shift to natural, isotonic options  
Antihistamines sales surge due to early spring

#### PROSPECTS AND OPPORTUNITIES

Natural remedies on the rise as propolis and echinacea challenge standard cough and cold drugs  
E-commerce requires engaging strategies for cough and cold remedies amidst scepticism and demand for speedy relief  
Government renews free flu vaccination campaign for high-risk groups, while information on medicines containing pseudoephedrine is updated

#### 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 Italy - 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

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