

Cough, Cold & Allergy Report

Exploring the Current & Future Self-Care CCA Market

KEY FEATURES OF THIS REPORT:

In-depth exploration of the **CCA market**

Coverage of 10 major markets
Brazil • China • France
Germany • India • Italy
Japan • Russia
UK • USA

Latest **mid-year 2020** sales from **DB6**

Historical growth rates back to 2015 from **DB6**

Case studies of key CCA brands

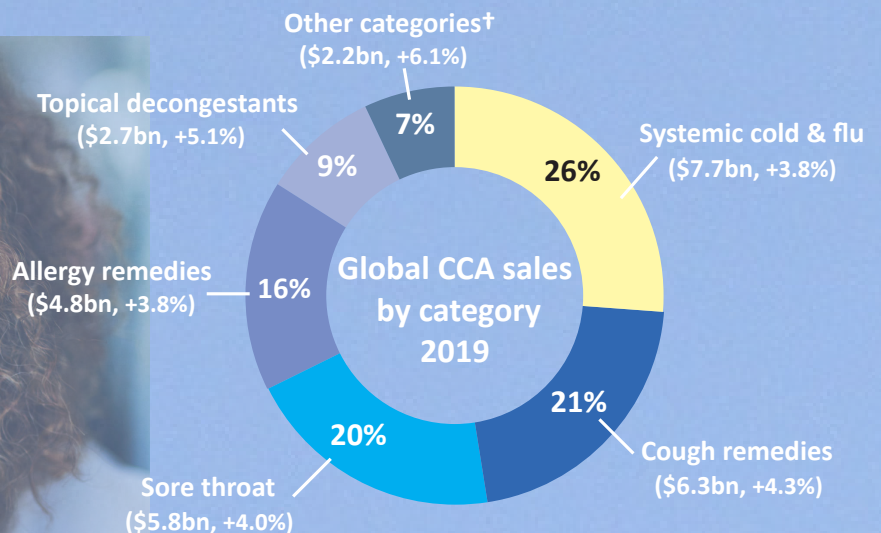


Short-term sales forecasts to 2020 and 2021

Longer-term forecasts to 2024 & 2029

With global sales of over \$29bn, the CCA market grew by 4.2% in 2019, just ahead of the global consumer healthcare market (+3.9%). The largest categories Systemic cold & flu and Cough remedies are mature, fragmented and hampered by safety concerns. Allergy remedies expanded via Rx-to-OTC switches in recent years but their impact may have peaked. Topical decongestants and Chest rubs & inhalants enjoyed the strongest performances in 2019.

But what is next for the CCA market? It is projected to be the fastest-growing category in 2020 (according to **DB6** estimates), boosted by coronavirus and reports of a high incidence of seasonal cold & flu at the start of 2020, but as consumers in most countries filled their medicine chests in Q1, this may dampen demand for the rest of the year. Have lockdown and physical distancing measures reduced the incidence of flu, colds, and non-Covid viruses? The rest of the year remains unpredictable with a rapid return to normal or a second wave of Covid-19 distinct possibilities.



† comprises Systemic decongestants (4%), Chest rubs & inhalants (3%), Asthma remedies (1%)



Key questions investigated in this report



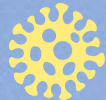
What are the key differences from market to market in terms of growth trends, regulations and competitive landscape?



Which marketers and brands stand out and what lessons can be learned?



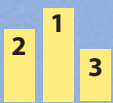
How much has NPD benefited CCA and what is coming down the pipeline in the years ahead?



How have sales been affected by the Covid-19 pandemic?



What has been the impact of lockdown on cases of cold & flu and what are the implications for CHC medicines?



Which gaps in the market still exist and who is best placed to grab upcoming opportunities?

Covering all the issues affecting the **CCA** market, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, this reports spans **10 in-depth country profiles** (generating 70% of global sales between them) with insights and predictions.

With a high degree of launch activity in CCA, **new product developments** are explored across markets, including Rx-to-OTC switches, delivery format innovations, new benefits and more.

Categories covered in this report

Cough remedies • Systemic cold & flu • Topical decongestants • Systemic decongestants
Chest rubs & inhalants • Sore throat remedies & medicated confectionery • Allergy remedies • Asthma remedies†
†selected markets only

Brand case studies evaluate the key lessons to be learned from top brands, including consumer messaging, line extensions, portfolio development and brand strategies. All brand case studies will highlight strategies and success factors, sales, NPD activity and consumer & HCP promotion.

10 individual markets profiled

Brazil • China • France • Germany • India • Italy • Japan • Russia • UK • USA
*All country profiles include topline sales, with coverage of brand performances, new developments, launches and promotional campaigns

The report features the **latest sales data** from our dedicated **DB6** database, including topline historical sales by region, country and category, and individual brand performances. Sales cover **12 months to mid-year 2020** (and 2019), plus historical growth rates back to 2015. The latest **short-term forecasts** to 2020 & 2021 and **longer-term forecasts** to 2024 & 2029 for each market and category are included.



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