Nicholas Hall's CHC REPORTS

Cough, Cold & Allergy

Unravelling CCA Opportunities in a Post-Pandemic World

Key features of the report:

- An in-depth exploration of the **CHC Cough, Cold & Allergy** market globally, including **Cough remedies**, **Systemic cold & flu**, **Allergy remedies**, **Decongestants**, **Sore throat remedies** and more
- **Immunity-related VMS** – including vitamin C, zinc and immune supplements – also investigated
- **Coverage of 14 major markets** from around the world, with topline sales, brand performances, latest developments, launches and promotional campaigns
- Very latest **year-end 2024 sales** from the just-published ***DB6***, our dedicated CHC sales database, plus historical growth rates back to 2020
- **Internet & mail order channel sales** for every market profiled
- Coverage of **marketer activity**, highlighting strategies and success factors, sales, NPD activity and consumer & HCP promotion
- A look to the future includes long-term **forecast sales** for all categories and countries to 2029 & 2034, plus the most up-to-date short-term forecasts (to 2025 & 2026)

Cough, Cold & Allergy was the slowest-growing CHC category globally in 2024, as systemic cold & flu and cough remedies progressed at a modest rate, but the outlook is steady, with growth trends returning to a more normal level. While demand for many products is dependent on incidence and severity of seasonal pathologies, marketers are identifying new niches to drive year-round sales such as high levels of air pollution. As restrictions continue on various ingredients, the trend towards "naturals" has fuelled NPD activity, but consumers are also demanding multi-symptom, fast-acting or "all-in-one" products. Allergy remedies look set for better growth, as switch activity remains a robust influencer of growth and innovation in the future. As demand for immunity-related products cools (among cough & cold brands and supplements), marketers may need to find new niches.

Our CCA report investigates pressing issues affecting the global CCA market, digging into multiple areas of interest and highlighting inherent opportunities. Examining ten core markets in detail (and additional key markets in brief), analysing brand performances and launch activity, our ***CCA*** report investigates the untapped potential in this CHC category.

The report features the latest end-2024 sales data from our dedicated ***DB6*** database, including topline historical sales globally, by country and category, as well as individual brand performances, and long-term forecasts to 2029 and 2034. Coverage extends to the online channel, with **internet & mail order sales** of CCA included in the topline and a dedicated section in each country profile.

Diving into the factors affecting individual Cough, Cold & Allergy markets, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, this report sheds light on trends & developments across **10 in-depth country profiles** with insights and predictions, as well as s**horter profiles of other key markets**.

Categories covered in this report include:

Cough remedies • Systemic cold & flu • Systemic decongestants
Topical decongestants • Chest rubs & inhalants
Sore throat remedies & medicated confectionery • Allergy remedies
Asthma remedies[1] • Immunity-related supplements[2]

[1] selected markets only
*[2] sales tracked under VMS in **DB6** (vitamin C, zinc, immune supplements)*

Assessing the short-term outlook, this report includes **full year 2025 & 2026 forecasts for all categories** in each market profiled.

With launch activity in CCA picking up again after several years of decline, has the impetus shifted from quantity to quality? **New product development** is explored across markets, including Rx-to-OTC switches, delivery format innovations, new benefits and more.

Key questions investigated in this report

How do key growth drivers, consumer choices and competitive landscape differ from market to market?

Which marketers and brands have proved most successful?

Has NPD benefited the CCA market and can it be a future growth driver?

What are the opportunities for e-commerce and digital marketing for CCA brands?

Can new niches and underserved demographics be identified?

How is the adjacent category of immunity-related supplements faring?

What is the outlook for CCA and where can opportunities be found?

10 individual markets profiled in depth

Brazil China France Germany India Italy Japan Poland UK USA

Plus additional markets in brief

Australia Canada Mexico Russia

FREE Webinar of the report's key findings & topline takeaways!
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