

Cough, Cold & Allergy 2025

Unravelling CCA Opportunities in a Post-Pandemic World

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Short-term forecast: Generally positive outlook in short term
NPD, including natural products, likely to be key to CCA growth
Chart: Canada CCA 5 & 10 year forecast sales by category 2029 & 2034 (MSP, \$mn)

Mexico (9 pages)

Overview (3 pages)

Chart: Mexico CCA sales 2020-24 (MSP, \$mn)
Cough, cold & allergy trends in Mexico
Chart: Mexico CCA sales by category 2024 (MSP, \$mn)
Chart: Mexico leading CCA marketers 2024 (MSP, \$mn)
Chart: Mexico leading CCA brands 2024 (MSP, \$mn)

Category review (5 pages)

Chart: Mexico leading cough remedies 2024 (MSP, \$mn)
Chart: Mexico leading systemic cold & flu remedies 2024 (MSP, \$mn)
Chart: Mexico leading topical decongestants 2024 (MSP, \$mn)
Chart: Mexico leading allergy remedies 2024 (MSP, \$mn)
Chart: Mexico leading immune supplements 2024 (MSP, \$mn)
Chart: Mexico leading vitamin C supplements 2024 (MSP, \$mn)

Outlook, forecasts & opportunities (1 page)

Short-term forecast: Topline revival likely
Rapid growth likely in future, although risks remain
Chart: Mexico CCA 5 & 10 year forecast sales by category 2029 & 2034 (MSP, \$mn)

Russia (10 pages)

Overview (3 pages)

Chart: Russia CCA sales 2020-24 (MSP, \$mn)
Cough, cold & allergy trends in Russia
Chart: Russia CCA sales by category 2024 (MSP, \$mn)
Chart: Russia leading CCA marketers 2024 (MSP, \$mn)
Chart: Russia leading CCA brands 2024 (MSP, \$mn)

Category review (6 pages)

Chart: Russia leading cough remedies 2024 (MSP, \$mn)
Chart: Russia leading systemic cold & flu remedies 2024 (MSP, \$mn)
Chart: Russia leading topical decongestants 2024 (MSP, \$mn)
Chart: Russia leading sore throat remedies & medicated confectionery 2024 (MSP, \$mn)

Chart: Russia leading allergy remedies 2024 (MSP, \$mn)

Chart: Russia leading immune supplements 2024 (MSP, \$mn)

Outlook, forecasts & opportunities (1 page)

Short-term forecast: Antivirals boost sales

Healthy growth expected in longer term

Chart: Russia CCA 5 & 10 year forecast sales by category 2029 & 2034 (MSP, \$mn)

Outlook (8 pages)

Short-term forecasts & opportunities (4 pages)

Short-term forecast: Online channel will stand out

Chart: Global CCA short-term forecast sales by category 2025-26 (MSP, \$mn)

Chart: Forecast CCA sales by region 2025-26 (MSP, \$mn)

Chart: Forecast CCA sales in selected markets 2025-26 (MSP, \$mn)

Long-term forecasts & opportunities (4 pages)

Longer-term growth likely but dependent on external factors

Chart: Global CCA 5 & 10 year forecast sales by category 2029 & 2034 (MSP, \$mn)

Chart: Forecast CCA sales by region 2029 & 2034 (MSP, \$mn)

Chart: Forecast CCA sales in selected markets 2029 & 2034 (MSP, \$mn)