

Cough, Cold & Allergy

Unpicking the CCA market's prospects in an altered world



KEY FEATURES OF THIS REPORT:

- An in-depth exploration of the CCA market in a world changed by Covid
- Categories analysed include **Cough remedies, Systemic cold & flu, Decongestants, Allergy remedies**, and more
- Coverage of 10 major markets from across the globe, with topline sales, brand performances, new developments, launches and promotional campaigns
- Selected additional markets are profiled in brief
- Very latest **year-end 2021 sales** from **DB6**, our dedicated CHC sales database, plus historical sales back to 2017
- Case studies of key CCA brands, highlighting strategies and success factors, sales, NPD activity and consumer & HCP promotion
- Forecast sales for all categories and countries

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2021 in focus...

2021 saw Cough, Cold & Allergy sales return to positive growth (+4.4%) after successive periods of decline following a historic low-level incidence of colds & flu. All CCA categories posted gains, with cough remedies and topical decongestants among the larger drivers, alongside strong growth in smaller segments such as asthma remedies and chest rubs & inhalants. Allergy remedies performed well on the back of a strong allergy season. Nevertheless, globally CCA sales remain below their pre-pandemic level for now.

2022 & beyond...

So what is next for the CCA market? Sales have improved as more viruses circulate among the population, but demand remains below that of peak pre-pandemic levels.

- Will the market continue to recover and what will be the key growth drivers in future?
- How has consumer behaviour shifted in the wake of Covid?
- Will the shift to e-Commerce channels shape the strategies of CCA players?
- The level of NPD activity in CCA has dropped year on year since its peak in 2017, but will the latest Rx-to-OTC switches or other innovations hold the key to unlocking growth?
- What are marketers doing to open up sales beyond the traditional cold & flu season?
- With an eye on immune supplements, undoubtedly boosted by the pandemic but levelling off in 2021, to what extent is the prevention / treatment balance shifting across different markets?



Covering all the issues affecting the **CCA** market, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, this report spans **10 in-depth country profiles** (plus shorter profiles of selected markets) with insights and predictions.

With launch activity in CCA slowing, has the impetus shifted from quantity to quality? **New product developments** are explored across markets, including Rx-to-OTC switches, delivery format innovations, new benefits and more.

Brand case studies evaluate the key lessons to be learned from top brands, including consumer messaging, line extensions, portfolio development and brand strategies.

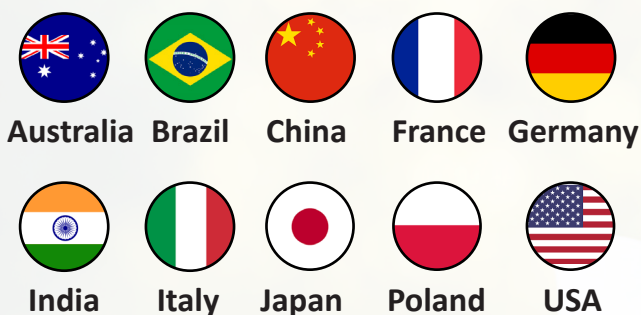
The report features the **latest sales data** from our dedicated **DB6** database, including topline historical sales by region, country and category, and individual brand performances.

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[†] • Immune supplements*

[†]selected markets only *tracked under VMS in DB6

10 individual markets profiled



Plus coverage of selected markets in brief

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