



Cough, Cold and Allergy (Hay Fever) Remedies in Portugal

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Self-medication trend supports growth
Ilvico benefits from growing popularity of combination products
Pharmacies dominate

PROSPECTS AND OPPORTUNITIES

Muted performance over forecast period
Shift toward more natural alternatives
Focus on new formats, with also increasing number of switches

CATEGORY DATA

Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025
Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025
Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025
Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030
Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Consumer Health in Portugal - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
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Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches
Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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