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International

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

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Strong self-care habits and a harsh cold season lifting demand
- Established leaders supported by trust while natural products gain momentum
- Pharmacies remain central as e-commerce gains gradual acceptance

PROSPECTS AND OPPORTUNITIES

- Seasonal variability and allergy prevalence sustaining demand
- Incremental innovation focused on convenience and natural positioning
- Health literacy and digital engagement creating opportunities

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 Austria - 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
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APPENDIX

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- 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cough-cold-and-allergy-hay-fever-remedies-in-austria/report.