



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

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Consumers opt for early intervention through diverse product range
- GSK leads sales performance with broad portfolio
- Health and personal care stores benefits from wide variety of available remedies

PROSPECTS AND OPPORTUNITIES

- Consumers increasingly combine several remedies to boost efficacy
- Players anticipated to invest in convenient packaging formats and preventive remedies
- Cough relief patches and other non-oral remedies set to surge amid rising haze levels

CATEGORY DATA

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Consumer Health in Singapore - Industry Overview

EXECUTIVE SUMMARY

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- Channel developments
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MARKET DATA

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DISCLAIMER

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