



Euromonitor  
International

# Cough, Cold and Allergy (Hay Fever) Remedies in the US

September 2025

## Cough, Cold and Allergy (Hay Fever) Remedies in the US - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

FDA proposes ending the use of oral phenylephrine in nasal decongestants

Brands and private label go head to head

E-commerce, supermarkets and hypermarkets take share from pharmacies

#### PROSPECTS AND OPPORTUNITIES

Vaccinations under threat following the appointment of Robert F. Kennedy Jr

Search technology evolving toward conversation and a human-like interface

Innovation in sustainable packaging will acquire more momentum

#### 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 the US - 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

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - 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-the-us/report](http://www.euromonitor.com/cough-cold-and-allergy-hay-fever-remedies-in-the-us/report).