



Euromonitor
International

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

September 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Reckitt Benckiser expands usage occasions as sales decline amid weak cold seasons

Combination products leads, while companies expand allergy solutions to gain from climate shifts

Afrin's drug-free line meets the prevention trend and drives daily adoption

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Amazon's conversational AI tools set to shift consumer discovery and loyalty

Zyrtec and Cabinet Health to win loyalty with sustainable packaging shift

Afrin's drug-free prevention line expected to accelerate daily-use adoption

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

The top five companies maintain stable shares in 2026

Kenvue's acquisition by Kimberly-Clark strengthens leadership through brand synergy

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Hypermarkets and pharmacies together dominate, but pharmacies is under pressure

Fast delivery by Amazon and Walmart accelerates shift to retail e-commerce

Chart 1 Retail Channels 2021-2026

PRODUCTS

Digital discovery and format innovation shape the agenda

Established portfolios and digital integration drive recent innovation

Consolidation reinforces competitive advantages for incumbents

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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