



Cough, Cold and Allergy (Hay Fever) Remedies in South Korea

October 2023

Table of Contents

Cough, Cold and Allergy (Hay Fever) Remedies in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Liquid format increasingly favoured for treating colds and coughs
Products with a focus on specific symptoms are popular in South Korea
More varied distribution for cough, cold and allergy (hay fever) remedies

PROSPECTS AND OPPORTUNITIES

Brands intensify marketing campaigns to expand target audience
Dynamic performance predicted for antihistamines/allergy remedies (systemic) as seasonality of allergies is expanding
New formats and ingredients set to add interest to category

CATEGORY DATA

Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023
Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023
Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023
Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028
Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Consumer Health in South Korea - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **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.

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-south-korea/report.