



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

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Self-medication trend supports growth
- Ilvico benefits from growing popularity of combination products
- Pharmacies dominate

PROSPECTS AND OPPORTUNITIES

- Muted performance over forecast period
- Shift toward more natural alternatives
- Focus on new formats, with also increasing number of switches

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 Portugal - 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

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- Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
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- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches
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DISCLAIMER

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SOURCES

Summary 2 - Research Sources

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