



Cough, Cold and Allergy (Hay Fever) Remedies in the United Kingdom

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Allergy remedies provide category growth
Reckitt Benckiser remains dominant player
Supermarkets closing gap on pharmacies

PROSPECTS AND OPPORTUNITIES

Multiple factors expected to drive growth
At-home solutions gain popularity through tech-enabled diagnostics
Natural and “gentler” products expected to gain popularity

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 United Kingdom - 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
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Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
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Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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Self-medication/self-care and preventive medicine
Switches
Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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