



Euromonitor  
International

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

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Preventative habits sustain steady growth

Medicated confectionery keeps Lofthouse of Fleetwood on top

Health and personal care stores leads sales, while cross-category competition intensifies

#### PROSPECTS AND OPPORTUNITIES

Nasal sprays to push future growth as herbal and traditional alternatives gain ground

Expected expansion of non-oral remedies and investment in variants for specialised use

Efficacy remains key differentiator

#### 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 Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2025: the big picture

2025 key trends

Competitive landscape

Retailing 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

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Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

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

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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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