



Euromonitor  
International

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

September 2025

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Combination products and antihistamines reshape South Korea's allergy remedies market

Panpyrin's legacy and Kwang Dong's momentum

Medicated confectionery expands reach to consumers

#### PROSPECTS AND OPPORTUNITIES

Segmentation to drive growth in South Korea's cough, cold and allergy (hay fever) remedies market

Nasal spray side effects raise awareness, impacting market outlook

#### 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 South Korea - 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

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

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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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