



Euromonitor
International

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

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Uptick in paediatric respiratory illnesses drives growth in 2025
- McNeil leads with its dual-action Sudafed brand
- Pharmacies benefit from many higher-value SKUs being pharmacy-only

PROSPECTS AND OPPORTUNITIES

- Late-peaking 2024-25 respiratory illness season ensures stong start to the forecast period
- Online pharmacies offer real-time stock visibility, price comparison, and delivery to rural areas
- Market increasingly digital, regulation-driven, and aligned with sustainable packaging practices

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 Estonia - 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
- Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 13 - Penetration of Private Label by Category: % Value 2020-2025
- Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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

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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-estonia/report.