



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

November 2025

Cough, Cold and Allergy (Hay Fever) Remedies in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rise in face-to-face occasions boosts allergy remedy demand

Strong loyalty towards local leaders

Flavour innovation enhances product appeal while shift towards natural variants continues

PROSPECTS AND OPPORTUNITIES

Emergence of all-in-one packs, amid rising incidence of respiratory illnesses

Lozenges set to see further expansion as natural trend accelerates

Shift towards proposition marketing beyond functionality, while high temperatures may boost allergy solutions

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 Philippines - 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 in Consumer Health 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

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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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