



Euromonitor  
International

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

October 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Self-medication trend and weather conditions boost sales  
Krka Farma dooel continues to hold overall lead in 2025  
Pharmacies remains the dominant distribution channel

### PROSPECTS AND OPPORTUNITIES

Overall demand set to remain solid  
Medicated confectionery expected to show the fastest development  
Investment in digital marketing activities will continue to increase

### 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 North Macedonia - 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-north-macedonia/report](http://www.euromonitor.com/cough-cold-and-allergy-hay-fever-remedies-in-north-macedonia/report).