Market Research Shows Future Growth for Remedies in Thailand

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The latest market trends uncover sources of future market growth for the Cough, Cold and Allergy (Hay Fever) remedies industry in Thailand, research is provided by Euromonitorâ€™s team of in-country analysts.

Find hidden opportunities in the most current research data available, understand competitive threats with our detailed market analysis, and plan your corporate strategy with our expert qualitative analysis and growth projections. TRENDS Cough, cold and allergy (hay fever) remedies grew at 9% current value terms to reach Bt7.8 billion during 2012, up slightly in 2011 amid the discontinuation of some brands with pseudoephedrine sold through OTC channels. Climate fluctuation and air pollution problems in Thailand cause many Thais to suffer from coughs, colds and allergies, particularly in the rainy and winter periods. Besides, imbalanced lifestyles without routine exercise amongst the Thai working class lead their bodiesâ€™ immune systems to become weaker, rising the likelihood of recurring colds and fevers or even flu. As these symptoms are viewed as minor ailments, having self-medication is deemed the more convenient alternative amongst Thais rather than the drugs prescribed by doctors. COMPETITIVE LANDSCAPE Cadbury Adams (Thailand) Ltd led sales in cough, cold and allergy (hay fever) remedies with the big name of its Halls brand accounting for 56% value share in medicated confectionary during 2012. The launch of centre-filled chewable candy named Halls Soft in 2011, followed by the introduction of new Halls Cool with added Cooling Crystals with intriguing TV commercials, helped the brand to create a stronger dynamic PROSPECTS Thai consumers nowadays feel more comfortable to adopt self-medicatation for minor illnesses including coughs, colds and allergies, thanks to their higher education standard and better understanding about the good practice of drug use. Consulting with pharmacists for recommendation of OTC drugs to cure these symptons is the convenient approach for Thais to ensure the positive response to treatment without a physicianâ€™s prescription, in addition to receiving information on the internet.

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