

Cold, Cough and Sore Throat Remedies Market - Global Industry Growth, Opportunities and Forecast – 2025

WiseGuyReports.com Presents “Global Cold, Cough and Sore Throat Remedies Market Research Report 2018” New Document to its Studies Database

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Cold is a common condition around the globe. Rising demand for quick and effective remedial products is an important factor that influences the market growth. Therefore, the global market for the common cold, cough and sore throat remedies is projected to record a robust CAGR of 3.2% in 2026. There are also many available and upcoming medicines and other products that will increase sales and market further. While antibiotics do not work on cold viruses, other remedies for [cough, cold and sore throat remedies](#) include cough syrups, pain relievers, antihistamines, expectorants and decongestant nasal sprays are commonly used for quick relief and cure. Medicines to strengthen the immune system, such as vitamin C and Echinacea supplements, are also used to keep away common cold and infections.

The common cold is a viral infection that affects the upper respiratory tract and causes coughing, sore throat, sneezing, and runny nose. This infection is spread by virus-infected droplets in the air and also by being in direct contact with infected secretions. Severe cold can trigger an asthma attack in many. Therefore, asthma patients are advised to take more care and consult with their doctor at the earliest. The signs and symptoms usually appear in less than two days of virus exposure.

Key Players

Reckitt Benckiser
Johnson & Johnson



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Segmentation:

The global market for cold, cough and sore throat remedies is bifurcated into product types and applications.

Based on product types, the market is divided into antihistamines, expectorants, decongestants, antibiotics, and others. Antihistamines are good for running nose and sneezing, while decongestants are used to open up clogged nose. Expectorants thin and loosen mucus in the airways to clear congestion. Antibiotics are prescribed only when common cold and fever is due to bacterial influx.

Based on applications, the market is divided into retail pharmacies, hospital pharmacies and drug stores.

Regional Analysis:

The important regions considered for analyzing the market for cold, cough and sore throat remedies around the globe are North America (The United States, Mexico and Canada), Europe (France, Germany, UK, Italy, Russia and Spain), Asia-Pacific (China, India, Japan, South Korea, Australia and Southeast Asia), Central and South America (Argentina, Brazil and rest of the region), and the Middle East and Africa (Turkey, Saudi Arabia and rest of the region).

North America is the main region for cold, cough and sore throat remedies, especially oral syrups. The presence of many key players in Asia-Pacific will increase the demand for common cold remedies in the region. This region concentrates on making medicines with natural substances for quick relief. Easy availability of raw materials for preparing natural remedies is one of the main reasons for remarkable market growth in this region.

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Industry News:

Oral syrups sector is the most important segment for cold and cough remedies in North America. It is expected to have an attractive index of 1.5 during the forecast period. However, adoption of effective home remedies and self-medication practices is hindering the overall growth of this market.

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