

What Are The Expert's Opinion After Covid 19 On Cough Remedies Market?

Rise in incidences of respiratory disorders such as chronic obstructive pulmonary disorder (COPD), asthma, pneumonia, and other severe respiratory infections.

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-- According to a new report published by Allied Market Research, titled, "[cough remedies market](#) by type, application and end users: opportunity analysis and industry forecast, 2021–2030," the global cough remedies market size was valued at \$ 7084.5

million in 2020, and is projected to reach \$ 9911.2 million by 2030, registering a CAGR of 3.4% from 2021 to 2030.



Cough Remedies Market

Cough is induced due to response when respiratory system is attacked by certain antigens entering the body, which include dust, bacteria, virus, or other substances that cause irritation in the respiratory tract. This creates an immune response and causes difficulty in breathing; the alveoli get clogged with fluid or leads to formation of pus. According to the severity of cough, medications are to be given. For instance, if an individual is suffering from dry cough, expectorants are suggested. Major causes of cough include bacteria, fungi, viruses, and other bacteria-like organisms. Cough remedies include medications such as antihistamines that can help in management of inflammation. Cough can be life-threatening and can be particularly lethal for infants, children, and individuals over 65. Most common signs that help diagnose cause of cough include analysis of color of mucus secreted, which varies from yellow or even bloody mucus to greenish mucus.

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□ Covid-19 impact on global cough remedies market:

Increase in strict government rules regarding lockdowns led to reduced growth of the market.

Introducing new products that can help fight the advent of the COVID-19 virus boosted the market.

There has been a growth in research activities to treat cough caused by the virus, which is anticipated to boost the growth of the global cough remedies market in the post-Covid world.

The report segments the global cough remedies market on the basis of product type, age group, distribution channel, and region.

On the basis of product type, the expectorants segment is anticipated to garner highest revenue during the forecast period, owing to increase in incidences of respiratory diseases, and surge in demand for drugs from individuals suffering from respiratory disorders. In addition, owing to increase in awareness regarding need for early medications due to exposure to infection also help the treatment drugs segment generate higher revenue during the forecast period.

On the basis of age group, the geriatric segment is anticipated to gain highest revenue segment during the forecast period, owing to surge in geriatric population worldwide. Furthermore, susceptibility to develop age-associated diseases promotes the market growth. In addition, rise in healthcare spending related to respiratory diseases is expected to help the segment grow during the forecast period.

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Major Key Market Players -

Leading players of the global cough remedies market analyzed in the research include Astrazeneca PLC (Astrazeneca), GlaxoSmithKline PLC, Prestige Brands, Inc., Reckitt Benckiser Group PLC., Bayer Ag, Novartis AG, Procter & Gamble, Johnson & Johnson, Pfizer, Inc., and Sun Pharmaceuticals Industries Limited.

North America is projected to account for a significant share of the global cough remedies market during the forecast period. The market growth is attributed to surge in healthcare expenditure and rise in patient population in the region. In addition, Asia-Pacific is projected to gain fastest CAGR during the forecast period, owing to presence of large patient population and rapid infrastructural development in the region. In addition, rise in government investments over research and development of medications is expected to propel growth of the market in the region.

KEY FINDINGS OF THE STUDY -

Depending on product type, the expectorant segment held largest share in the global market in 2020.

On the basis of distribution channel, the hospital pharmacy segment experienced the highest revenue in 2020, and is expected to continue to grow throughout the forecast period.

By age group, the geriatric segment garnered the largest market share in 2020, and is expected to remain dominant throughout the forecast period.

Region wise, Asia-Pacific is expected to experience growth at the highest rate, registering a CAGR of 4.0% during the forecast period.

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