

Common Cold Market to Reach \$34.3 Billion by 2029 with 6.2% CAGR

*The Business Research Company's
Common Cold Global Market Report
2025 – Market Size, Trends, And Global
Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED
KINGDOM, August 20, 2025

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Common Cold Global Market Report 2025

What Is The [Common Cold Market](#) Size And Growth?

In recent times, the market size of the common cold has significantly expanded. The market is projected to escalate from \$25.22 billion in 2024 to \$26.89 billion in 2025, marking a compound annual growth rate (CAGR) of 6.6%. This notable growth during the historic period is due to various factors including a surge in viral infections, heightened practices of self-medication, increased accessibility to over-the-counter (OTC) cold cures, enhanced public understanding of cold symptoms and how to manage them, and a rise in the use of traditional herbal therapies.

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Anticipations propose that the market size of the common

cold will witness significant expansion in the imminent years, escalating to \$34.30 billion by 2029, with a compound annual growth rate (CAGR) of 6.3%. Triggers for growth within this period include increased desire for natural and clean-label cold medicines, a surge in the pediatric population necessitating safe remedies, the rise in e-commerce utilisation for over-the-counter medication procurement, an intensified emphasis on preventive healthcare, and ascending investment in research and development for pioneering cold therapies. The forecast period is expected to experience advancements such as progression in organic and clean-label cold medications, enhanced pediatric cold treatment compounds, the formulation of immunity-amplifying combined therapies, innovatory developments in nasal spray and inhaler delivery systems, and advancements in AI powered symptom recognition.

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What Are The Current Leading Growth Drivers For Common Cold Market?

The growth of the common cold market is anticipated to be driven by the increasing incidence of seasonal flu. This periodic respiratory disease, caused yearly primarily during the colder months by influenza viruses, can lead to symptoms such as body aches, cough, and fever. A decline in vaccination rates is partly to blame for the growing prevalence of seasonal flu, with less community immunity and higher chances for widespread disease transmission due to fewer individuals getting the flu vaccine each year. Symptoms of seasonal flu can be managed using common cold drugs, which can alleviate concerns such as congestion, cough, and sore throat, allowing the body to combat the virus more comfortably. For example, the National Health Service, a government department based in the UK, reported in December 2024 that on average 1,099 people were admitted to the hospital with the flu daily, up from merely 243 in 2023. This represents the largest number of flu cases heading into the winter season for at least the past three years. Consequently, the common cold market's growth is fostered by the increasing incidence of seasonal flu.

Which Companies Are Currently Leading In The Common Cold Market?

Major players in the Common Cold Global Market Report 2025 include:

- Pfizer Inc.
- Procter & Gamble Health Limited
- Bayer Aktiengesellschaft
- Sanofi S.A.
- Novartis AG
- GlaxoSmithKline plc
- Reckitt Benckiser Group plc
- Teva Pharmaceutical Industries Limited
- Haleon plc
- Sun Pharmaceutical Industries Limited

What Are The Main Trends, Positively Impacting The Growth Of Common Cold Market?

Key companies within the common cold industry are concentrating their efforts on creating innovative products, such as over-the-counter syrups, to cater to the rising consumer demand for safe, natural, and effective treatments. Over-the-counter syrups, which are liquid medications that can be procured without a prescription, are used to alleviate symptoms like coughing, cold, or fever. For example, in September 2023, Genexa, a pharmaceutical firm based in the United States, introduced new, cleaner over-the-counter cough and cold solutions for children in preparation for the cold and flu season. These remedies, which are based on reliable active components like dextromethorphan, guaifenesin, and acetaminophen, can alleviate symptoms like coughing, congestion, fever, and a sore throat. They contain no artificial dyes, sweeteners, parabens, or phenylephrine and use organic agave and blueberry for flavoring. While the

daytime formula doesn't cause drowsiness, the nighttime version offers up to eight hours of relief, thanks to an included antihistamine. These products are accessible at major retail stores and offer a safer and cleaner choice for children's cold care.

How Is The [Common Cold Market Segmented](#)?

The common cold market covered in this report is segmented –

- 1) By Drug Class: Antihistamines, Expectorants, Bronchodilators, Decongestants, Antibiotics, Other Drugs Class
- 2) By Doses: Oral Syrups, Tablets Or Pills, Nasal Drops, Other Doses
- 3) By Distribution: Hospital Pharmacies, Independent Pharmacies, Online Pharmacies, Other Distribution Channels

Subsegments:

- 1) By Antihistamines: First-Generation Antihistamines, Second-Generation Antihistamines
- 2) By Expectorants: Guaifenesin-Based Expectorants, Natural Or Herbal Expectorants
- 3) By Bronchodilators: Short-Acting Beta-Agonists, Anticholinergic Bronchodilators
- 4) By Decongestants: Oral Decongestants, Nasal Spray Decongestants
- 5) By Antibiotics: Penicillins, Macrolides, Cephalosporins
- 6) By Other Drugs Class: Antipyretics Or Analgesics, Cough Suppressants, Zinc Supplements And Vitamin C Preparations, Combination Cold Remedies

View the full common cold market report:

<https://www.thebusinessresearchcompany.com/report/common-cold-global-market-report>

Which Is The Dominating Region For The Common Cold Market?

In 2024, North America topped the list as the biggest region in the global common cold market report. The report forecasts that the Asia-Pacific region will experience the fastest growth in the upcoming period. All regions evaluated in the report include Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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