

SOUTH AFRICAN ALLERGY CARE MARKET INSIGHTS REPORT

PUBLISHED: MAY 2025

COMPANY OVERVIEW



Insight Survey is a boutique South African market research agency with over 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

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Our bespoke Industry and Market Intelligence can help give the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision. From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Intelligence is designed to meet your unique needs.



QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

HEALTHCARE INDUSTRY REPORT CLIENTS

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Allergy Care Market Insights Report (51 pages)** provides a dynamic synthesis of industry research, examining the local and global **Allergy Care industry** from a uniquely holistic perspective, with detailed insights into the entire value chain – market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, retail and pricing analysis.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Allergy Care Industry Section:

- What are the current market dynamics of the Global Allergy Care industry?
- Which are the key markets within the Global Allergy Care industry?
- What are the latest Global Allergy Care industry trends, innovation and technology, drivers, and challenges?

For the South African Allergy Care Industry Section:

- What are the current market dynamics (market size, market value, market volumes): 2019-2024 Actual, 2025-2029 Forecasts, and distribution channels?
- What are the latest South African Allergy Care industry trends, innovation and technology, drivers, and challenges?

SCREENSHOTS FROM REPORT

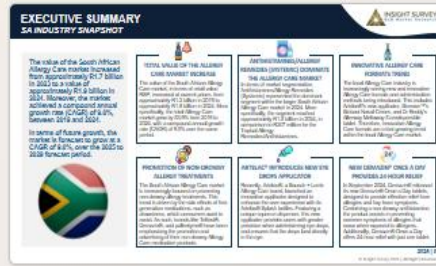
51-page report filled with detailed charts, graphs, and insights



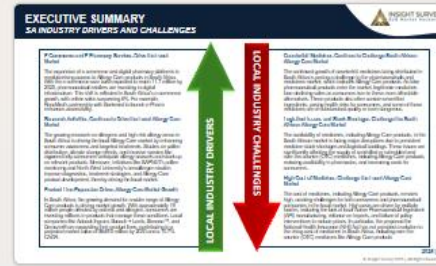
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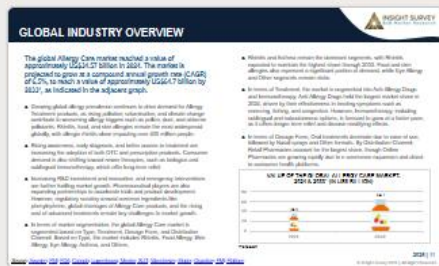
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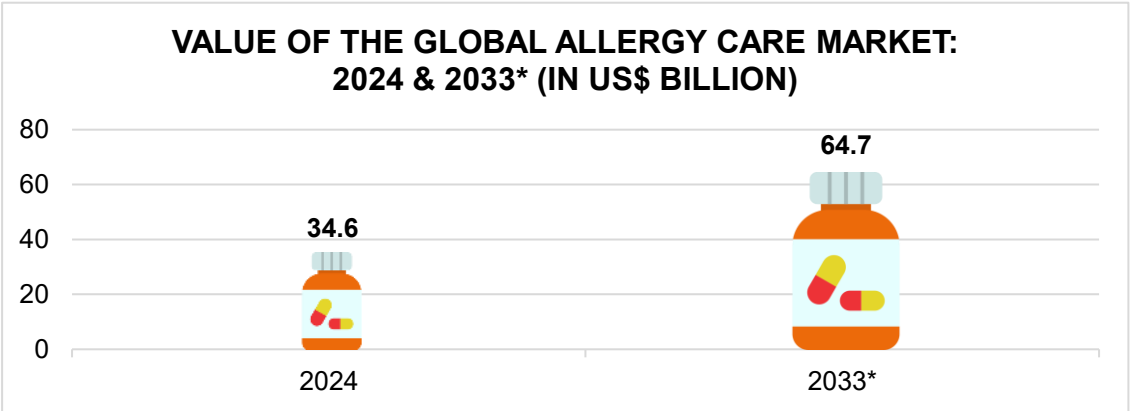


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The global Allergy Care market reached a value of approximately US\$34.57 billion in 2024. The market is projected to grow at a compound annual growth rate (CAGR) of 6.5%, to reach a value of approximately US\$64.7 billion by 2033*, as indicated in the adjacent graph.

- Growing global allergy prevalence continues to drive demand for Allergy Treatment products, as rising pollution, urbanisation, and climate change contribute to worsening allergy triggers such as pollen, dust, and airborne pollutants. Rhinitis, food, and skin allergies remain the most widespread globally, with allergic rhinitis alone impacting over 400 million people.
- Rising awareness, early diagnosis, and better access to treatment are increasing the adoption of both OTC and prescription products. Consumer demand is also shifting toward newer therapies, such as biologics and sublingual immunotherapy, which offer long-term relief.
- Increasing R&D investment and innovation, and emergency interventions are further fuelling market growth. Pharmaceutical players are also expanding partnerships to accelerate trials and product development. However, regulatory scrutiny around common ingredients like phenylephrine, global shortages of Allergy Care products, and the rising cost of advanced treatments remain key challenges to market growth.
- In terms of market segmentation, the global Allergy Care market is segmented based on Type, Treatment, Dosage Form, and Distribution Channel. Based on Type, the market includes Rhinitis, Food Allergy, Skin Allergy, Eye Allergy, Asthma, and Others.

- Rhinitis and Asthma remain the dominant segments, with Rhinitis expected to maintain the highest share through 2033. Food and skin allergies also represent a significant portion of demand, while Eye Allergy and Other segments remain niche.
- In terms of Treatment, the market is segmented into Anti-Allergy Drugs and Immunotherapy. Anti-Allergy Drugs held the largest market share in 2024, driven by their effectiveness in treating symptoms such as sneezing, itching, and congestion. However, Immunotherapy, including sublingual and subcutaneous options, is forecast to grow at a faster pace, as it offers longer-term relief and disease-modifying effects.
- In terms of Dosage Form, Oral treatments dominate due to ease of use, followed by Nasal sprays and Other formats. By Distribution Channel, Retail Pharmacies account for the largest share, though Online Pharmacies are growing rapidly due to e-commerce expansion and direct-to-consumer health platforms.



*Forecast

Promotion of Non-Drowsy Allergy Treatments an Ongoing Trend

- Locally, the Allergy Care market is increasingly focused on promoting non-drowsy allergy treatments, a trend that has gained momentum, especially as the market approaches the annual allergy season. As a result, many market players are prioritising the promotion of non-drowsy allergy medications across various marketing channels.
- Specifically, demand for non-drowsy products highlights the side effects of first-generation allergy medicines, which are known to cause drowsiness. For instance, the active ingredient in Benadryl is commonly found in sleeping pills. When allergies already make users feel tired, medications like Benadryl can exacerbate this tiredness, making users extremely drowsy. To address this issue, several brands are now emphasising non-drowsy allergy medications to prevent these side effects.
- As an example, in 2024, Telfast®, a Sanofi Allergy Care brand, launched a redesigned packaging for its Suspension product. Specifically, the new packaging prominently features a green banner that highlights the non-drowsy allergy relief it offers. Additionally, Telfast® also leveraged its social media platforms to promote the non-drowsy benefits of its Allergy Care products.
- Similarly, Demazin® introduced its new Demazin® Once a Day tablets, which contain a non-drowsy antihistamine to alleviate the common symptoms of allergies such as sneezing, itchy and watery eyes, a runny nose, and coughing.

- Additionally, Abex Pharma launched a new Allergy Care brand, pollentyme® ND. This brand offers both tablets and syrup designed to relieve allergy symptoms like sneezing, runny nose, itchy eyes, and allergic skin conditions. In particular, the packaging of pollentyme® clearly emphasises that the product is non-drowsy.
- Therefore, because first generation allergy medicines are known to cause drowsiness, many market players are emphasising the promotion and advertising of non-drowsy Allergy Care medication, making this a prominent local trend.



SAMPLE FROM REPORT

SA INDUSTRY INNOVATION AND TECHNOLOGY

Bionase™ Introduces Biobact Nasal Cream for Allergy Care and Long-Lasting Relief

- In September 2024, Bionase™ introduced its new Biobact Nasal Cream, designed to provide long-lasting relief from nasal dryness and discomfort whilst protecting against allergens and irritants.
- Formulated with aloe vera, the cream effectively heals, moisturises, and regenerates the delicate tissues inside the nose. It also features antibacterial, antiviral, and antiseptic properties that safeguard against allergens, whilst preventing the growth of bacteria, viruses, and fungi that can aggravate allergy symptoms.
- Additionally, Biobact helps reduce swelling in the mucus membranes, improving airflow and comfort, and uses seminose to stop allergens from sticking to the nasal passages.



New Demazin® Once a Day Provides 24-Hour Relief

- In September 2024, Demazin® introduced its new Demazin® Once a Day tablets, designed to provide effective relief from allergies and hay fever symptoms by blocking the action of histamine, a chemical in the body that triggers allergic reactions.
- More specifically, Demazin® Once a Day contains a non-drowsy antihistamine, and helps prevent the common symptoms of allergies such as sneezing, itchy and watery eyes, a runny nose, and coughing. By blocking histamine, the tablet relieves these annoying symptoms that occur when exposed to allergens like pollen, pet dander, or certain foods.
- Furthermore, Demazin® Once a Day offers 24-hour relief with just one tablet, making it a convenient option for managing allergy-related symptoms throughout the day.



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