

INSIGHT SURVEY
Business growth delivered

**SOUTH AFRICAN
COUGH, COLD & FLU
INDUSTRY INSIGHTS BROCHURE**

Published: SEPTEMBER 2026



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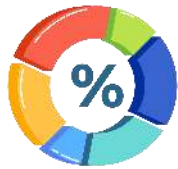
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Survey Insights

Gain strategic insights through:

- Interviews/surveys with B2B stakeholders and decision-makers
- Consumer surveys

Helping you understand:

- Market perceptions
- Purchase behaviour
- Brand loyalty and
- Factors that will drive your market share and business growth.



Quarterly Industry Intelligence Report

More than just market intelligence, the monitor becomes a **valuable knowledge-sharing tool** helping leadership teams with decision making through providing updated:

- Competitor News & Financial Results
- Product Launches
- Industry Trends
- Global & SA News & Legislation
- Innovation & Technology
- Socio-Political

The result is **clear, decision-support intelligence** that helps your business:

- Anticipate risks,
- Identify opportunities, and
- Stay ahead of market change.



The **South African Cough, Cold and Flu Industry Market Sizing and Competitor Analysis Insights Report (63 pages)** provides a dynamic synthesis of industry research, examining the local **Cough, Cold and Flu Industry**, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.



Key questions the report will help you to answer

SA Market Sizing & Competitor Analysis

- What are the South African Cough, Cold, and Flu market size value and volume trends (2020-2025) and forecasts (2026-2030), as well as channel distribution?
- Which Cough, Cold, and Flu categories and sub-categories are expected to drive future market growth?
- Which are the key manufacturers, distributors and retailers in the South African Cough, Cold, and Flu industry?
- What is the latest company news for key players in terms of products, new launches and marketing initiatives?
- For each key retailer, what are the brands and products offered?

COMPANIES IN COMPETITOR ANALYSIS



SCREENSHOTS FROM REPORT

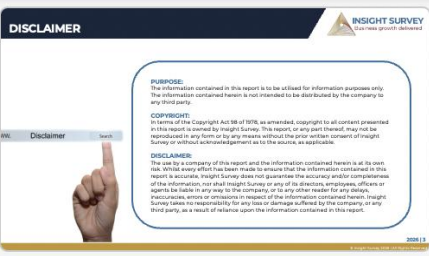
63-page report filled with detailed charts, graphs, and insights



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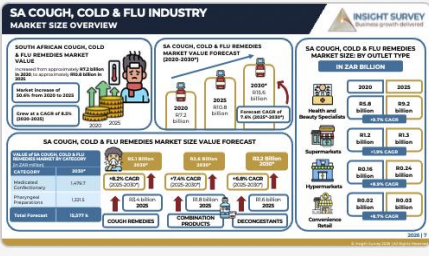
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SAMPLE FROM REPORT

KENVUE COMPANY NEWS



[Kenvue Advances in a Proposed Merger with Kimberly Clark](#)

In July 2026, Kenvue was involved in a proposed merger with Kimberly-Clark Corporation, which was considered by the Competition Tribunal. The Commission recommended that the merger be approved, subject to conditions relating to employment, small, medium and micro enterprises (SMMEs), and historically disadvantaged persons (HDPs). **(31 July 2026)**



[Kenvue South Africa Brings Employees Together For 2026 Annual Kick-Off](#)

In March 2026, Kenvue brought its South African employees together for its 2026 annual kick-off, aligning cross-functional teams around shared ambitions and priorities for the year ahead. The event focused on collaboration, execution and strengthening the team's collective drive for 2026. The team also drew inspiration from the Olympic spirit of teamwork and excellence. **(20 March 2026)**



[Kenvue Promotes K-Card Savings Programme Across South Africa](#)

In January 2026, Kenvue introduced its K-Card promotion in South Africa, enabling consumers to access digital discount coupons across participating Kenvue brands, including Benylin and Sinutab. Consumers can scan a QR code and redeem the coupons at Dis-Chem, Pick n Pay and Shoprite-Checkers stores, encouraging savings on Kenvue products. **(20 January 2026)**



[Kenvue Leadership Reviews South African Market and Aligns on 2026 Priorities](#)

In December 2025, Kenvue's EMEA-LATAM leadership team visited South Africa to conduct in-home consumer visits and trade checks with the local team, review market performance and align on priorities for 2026. The review focused on product availability, customer experience and disciplined tracking, supporting an execution roadmap for the South African market. **(9 December 2025)**



[Kenvue's Benylin 'Power of 4' Campaign Received Four Industry Awards](#)

In November 2025, Benylin's 'Power of 4' campaign won four industry awards, including a Silver at the Direct Marketing Association of South Africa (DMASA) Assegai Awards and one Silver and two Bronze awards at the Marketing + Media Alliance (MMA) Smarties. The campaign addressed the awkwardness of coughing in public through humorous experiences, including a cough simulator. **(20 November 2025)**



[Kenvue SA Proprietary Limited Officially Came into Existence](#)

In October 2025, Kenvue officially changed the name of its South African legal entity from Johnson and Johnson Proprietary Limited to Kenvue SA Proprietary Limited, effective October 6, 2025. The company stated that the change was made to reflect its Kenvue branding and corporate independence, with no changes to the entity's Tax ID, bank account number or remittance numbers. **(6 October 2025)**



[Kenvue Highlights Pharmacists' Role In Supporting Self-Care In South Africa](#)

In September 2025, Kenvue highlighted survey findings that 82% of South African pharmacists regularly advise consumers unable to access a GP. The company also highlighted pharmacists' role in managing everyday self-care needs, including colds and flu, and engaging with pharmacists at the 2025 PSSA conference to discuss their role in improving healthcare access. **(19 September 2025)**



[Kenvue Hosts a Cough, Cold & Flu Forum Across South Africa](#)

In August 2025, Kenvue hosted its Cough, Cold & Flu Forum across Durban, Johannesburg and Cape Town, as well as virtually, bringing together more than 1,000 healthcare professionals to discuss respiratory health, self-care and emerging clinical evidence. The CPD-accredited forum was powered by Benylin and Sinutab and featured expert sessions on cold, flu and respiratory health. **(1 August 2025)**



SAMPLE FROM REPORT

NATIVA COUGH, COLD AND FLU BRANDS/PRODUCTS

IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	Linctagon®-C Junior Cold & Flu Syrup	A cold and flu syrup, formulated for children, that offers broad-spectrum relief of cold and flu symptoms, including coughing, sore throat, and runny nose, amongst others.		Tibb Blackseed Vapour Rub	A topical rub ointment that alleviates symptoms associated with cold and flu, as well as joint and muscle pain.
	Linctagon®-C Junior Effervescent Tablets	An effervescent tablet, formulated for children, that offers symptomatic relief of colds and flu. This product is high in vitamin C and is available in orange and cherry flavours.		Tibb Chest-Eeze Syrup	A cough syrup that thins mucus and helps to open airways.
	Linctagon®-C Plus NAC 200 Effervescent Tablets	A tablet that offers broad spectrum and all-in-one relief of colds and flu, and symptomatic relief of congestion, allergies, coughs and muscle aches.		Tibb Flu-Relief	A herbal remedy that aids in the relief of symptoms associated with colds and flu, including fever. This product is available in syrup and tablet formats.
	LungShield Immune+ Effervescent Tablets	An effervescent tablet that offers support from seasonal flu, common colds, and other illnesses.		Tibb Kofcare Syrup	A herbal syrup that assists with cough relief. This product contains honey, amongst other ingredients.
	Tibb-Asthma Syrup	An asthma syrup that assists in the alleviation of bronchospasm and respiratory congestion.		Tibb Septogard Lozenges	A throat lozenge that helps relieve a sore throat, commonly associated with colds and flu. This product is available in a honey-lemon flavour.

SAMPLE FROM REPORT

SANDOZ OVERVIEW & COUGH, COLD AND FLU BRANDS/PRODUCTS

Established in 1886 in Basel, Switzerland, Sandoz is a global pharmaceutical company specialising in generic and biosimilar medicines, with a portfolio of around 1,300 generics covering most major therapeutic areas.

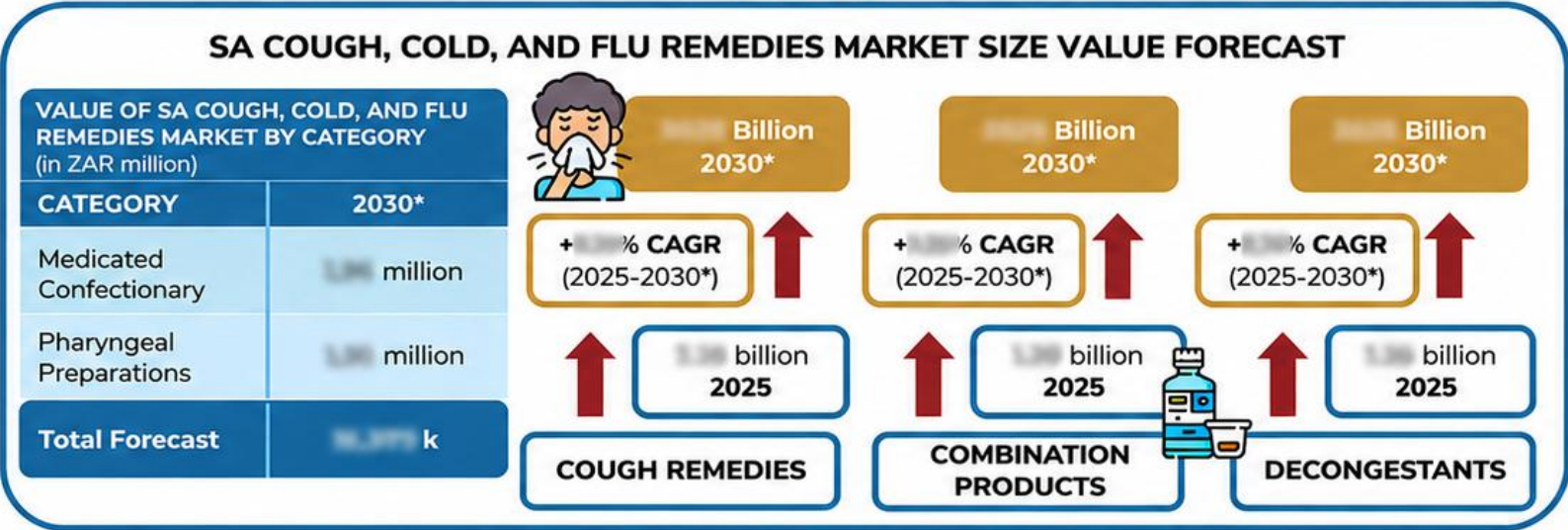
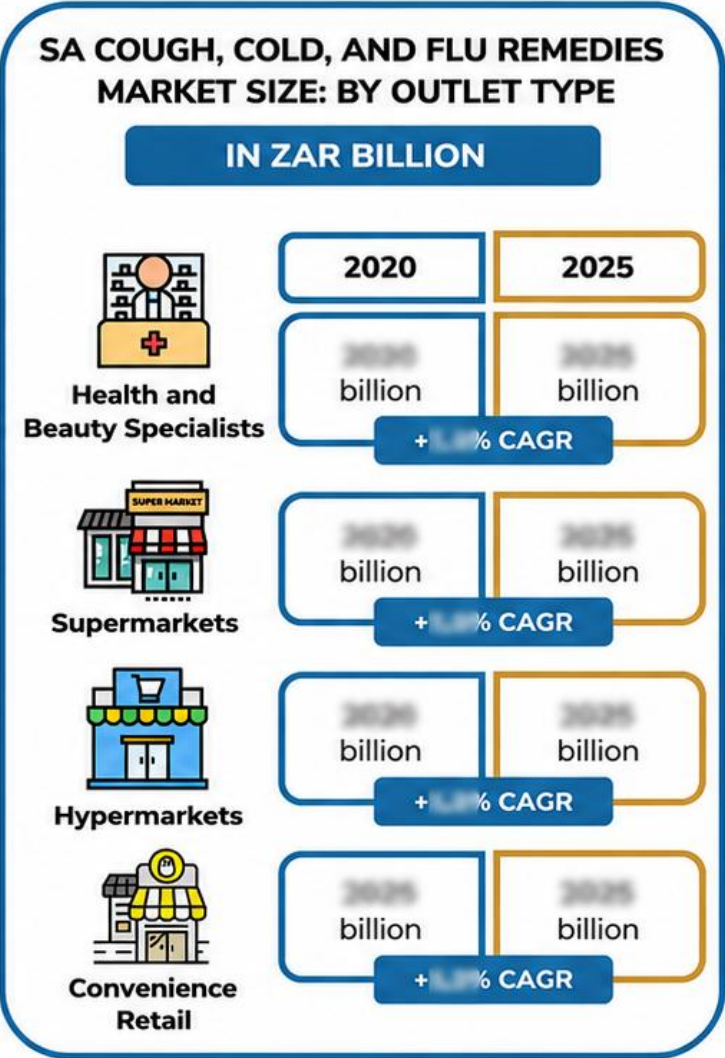
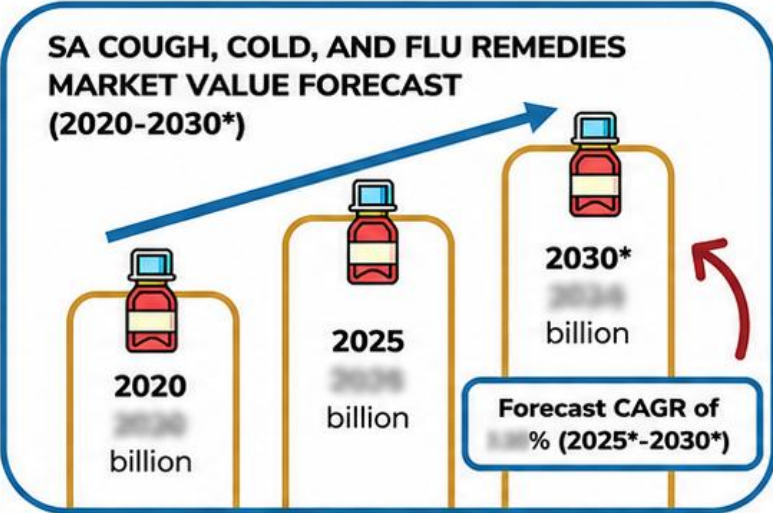
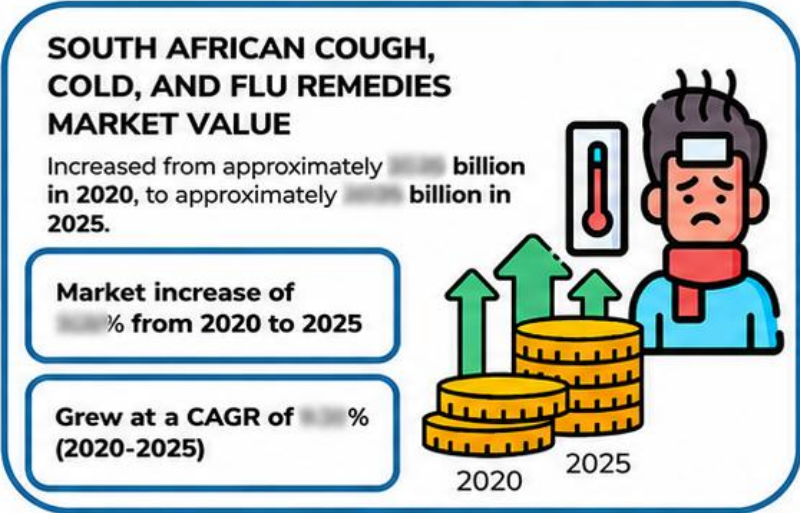
- In 2023, Sandoz separated from Novartis and became a standalone, independent company, focused on expanding access to generic and biosimilar medicines.
- At the core of its business, Sandoz develops and manufactures off-patent medicines, with 400+ generics currently in development, including high-dose injectables and drug-device combinations.
- Supporting its global operations is a broad manufacturing and supply network, combining in-house and partnered capabilities and reaching over one billion patients annually. In South Africa, the company operates through Sandoz South Africa (Pty) Ltd.
- Sandoz has been involved in biosimilar development since 1996 and launched the world's first biosimilar in 2006. The company currently has 13 biosimilars on the market, with a further 27 in its pipeline.
- Across its operations, Sandoz applies internationally recognised quality and safety standards, including Good Practice (GxP) requirements and certification processes throughout the product lifecycle, from supplier engagement and manufacturing to product testing and employee training.
- As for Sandoz's Cough, Cold, and Flu product offering, it includes the ACC® range, comprising of ACC® 200 Effervescent, ACC® 600 Effervescent, ACC® 600 Oral Powder, and ACC® Oral Solution.

IMAGE	BRAND/PRODUCT
	ACC® 200 Effervescent: An effervescent tablet containing 200 mg acetylcysteine, which helps to thin and loosen mucus and phlegm in the respiratory tract.
	ACC® 600 Effervescent: A once-daily effervescent tablet containing 600 mg acetylcysteine, used as a mucolytic to help clear mucus and phlegm. Suitable for adults and children.
	ACC® 600 Oral Powder: A 600mg acetylcysteine oral powder that helps to break down thick mucus and phlegm in the respiratory tract, making it easier to cough up. This powder can be taken directly without water.
	ACC® Oral Solution: A cherry flavoured oral solution containing 20 mg/ml acetylcysteine, a mucolytic that helps to thin mucus and phlegm, making it easier to clear congestion from the respiratory tract.

SANDOZ

SAMPLE FROM REPORT

MARKET SIZE OVERVIEW



MARKET SIZING & COMPETITOR ANALYSIS REPORT

EXECUTIVE SUMMARY (6 Pages)

South African Cough, Cold and Flu Industry: Market Size Overview

Brand Positioning Archetypes

Competitive Strategy Heatmap

Competitive Positioning Map

Category Leader Dashboard

Product Format Coverage

SOUTH AFRICAN COUGH, COLD AND FLU INDUSTRY (11 Pages)

South African Industry Overview

South African Industry Market Size: South African Cough, Cold and Flu Market Definitions

South African Industry Market Size: South African Cough, Cold and Flu Distribution Channel Definitions

South African Industry Market Size: Cough, Cold and Flu Market (2020-2025): VALUE OF SA COUGH, COLD AND FLU REMEDIES MARKET: 2020-2025 (IN ZAR MILLION); SA COUGH, COLD AND FLU REMEDIES MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)

South African Industry Market Size: Cough, Cold and Flu Market (2020-2025: By Category): VALUE OF SA COUGH, COLD AND FLU REMEDIES MARKET BY CATEGORY: 2020-2025 (IN ZAR MILLION) (Table)

South African Industry Market Size: Cough, Cold and Flu Market Size Forecast (2025*-2029*): VALUE OF SA COUGH, COLD AND FLU REMEDIES MARKET: 2025-2030* (IN ZAR MILLION); SA COUGH, COLD AND FLU REMEDIES MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)

South African Industry Market Size Volumes: Cough, Cold and Flu Market (2020-2030*): RETAIL VOLUME OF SA COUGH, COLD AND FLU REMEDIES MARKET BY SEGMENT: 2020-2030* (Table)



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN COUGH, COLD AND FLU INDUSTRY (CONTINUED) (11 Pages)

South African Industry Market Distribution: Cough, Cold and Flu Market: CHANNEL DISTRIBUTION FOR COUGH, COLD AND FLU REMEDY PRODUCTS: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 AND 2025) BY OUTLET TYPE (Graph and Table)

SOUTH AFRICAN COUGH, COLD AND FLU MANUFACTURER AND DISTRIBUTOR OVERVIEW (32 Pages)

Adcock Ingram: Company News

Adcock Ingram: Cough, Cold and Flu Brands/Products

Aspen Pharmacare Holdings Limited: Company News

Aspen Pharmacare Holdings Limited: Cough, Cold and Flu Brands/Products

Austell Pharmaceuticals: Company News

Austell Pharmaceuticals: Cough, Cold and Flu Brands/Products

Bayer: Company News & Cough, Cold and Flu Brands/Products

Cipla Medpro: Company News

Cipla Medpro: Cough, Cold and Flu Brands/Products

Haleon: Company News

Haleon: Cough, Cold and Flu Brands/Products

Inova Pharmaceuticals: Company News

Inova Pharmaceuticals: Cough, Cold and Flu Brands/Products



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN COUGH, COLD AND FLU MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (32 Pages)

Kenvue: Company News

Kenvue: Cough, Cold and Flu Brands/Products

Nativa: Company News

Nativa: Cough, Cold and Flu Brands/Products

Sandoz: Overview & Cough, Cold and Flu Brands/Products

Procter & Gamble: Company News

Procter & Gamble: Cough, Cold and Flu Brands/Products

Reckitt: Company News & Cough, Cold and Flu Brands/Products

South African Cough, Cold and Flu Manufacturers and Distributors: Other

SOUTH AFRICAN COUGH, COLD AND FLU RETAILER ANALYSIS (4 Pages)

Alpha Pharm: Overview & Cough, Cold and Flu Brands/Products

Clicks: Overview & Cough, Cold and Flu Brands/Products

Medirite: Overview

Medirite: Cough, Cold and Flu Brands/Products



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COMPANY OVERVIEW

We are a South African, boutique market research agency with 20 years of experience, specialising in **Business-to-Business (B2B) and Industry Research**. We provide bespoke solutions to deliver business growth by ensuring you make **smarter, data-driven decisions with reduced investment risk**.



Bespoke B2B Market Research Solutions



We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.



Market and Competitor Intelligence



Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

INDUSTRY & COMPETITOR INTELLIGENCE

Our bespoke **Industry and Competitor 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
-  Government-held records

OUR HEALTHCARE CLIENTS



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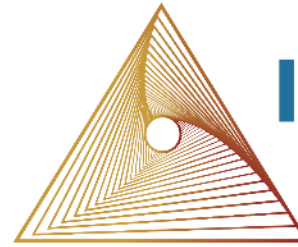
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