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SOUTH AFRICAN

ALLERGY CARE

INDUSTRY INSIGHTS SAMPLE REPORT

Published: AUGUST 2026

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SA MARKET SIZING & COMPETITOR ANALYSIS
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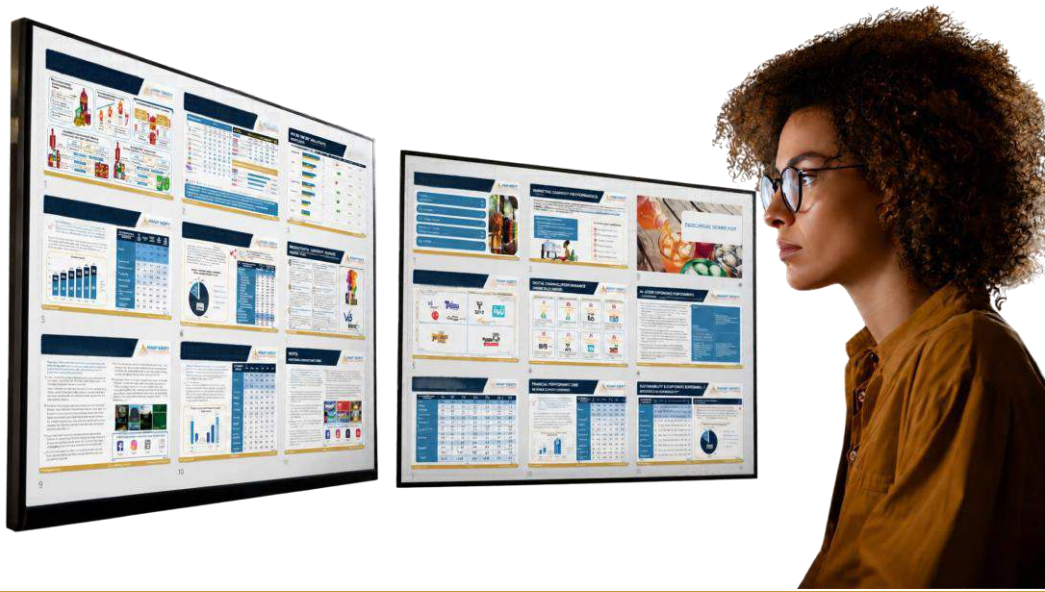
The **South African Market Sizing and Competitor Analysis Insights Report** provides a dynamic synthesis of industry research, examining the local industry, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

Key questions the report will help you to answer

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- Which are the key manufacturers, distributors, and retail players in the South African industry?
- What is the latest company news for key players in terms of products, services, and new launches?
- For each key manufacturer, what are the products offered?
- How does each key player position themselves, and what are the strategic implications?



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COMPANIES IN COMPETITOR ANALYSIS

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adcock ingram

aspen
PHARMACARE

cfao
HEALTHCARE

Dr.Reddy's

pharma dynamics
EFFECTIVE AFFORDABLE HEALTHCARE

sa natural products

inova
pharmaceuticals

BAUSCH+ Health

Cipla

BAYER

EST. 1968 SOUTH AFRICA
BAUSCH+LOMB

P&G

kenvue

SANDOZ

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SCREENSHOTS FROM REPORT

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

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SAMPLE FROM REPORT
CIPLA MEDPRO COMPANY NEWS

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Cipla Foundation Announces Edge of Africa Challenge 2026

In July 2026, Cipla Foundation South Africa announced the Edge of Africa Challenge 2026, a two-day, 60 km hiking event to support corrective surgery for people born with cleft conditions. The initiative aims to raise funds while encouraging community participation, reflecting the company's continued investment in healthcare access and social impact initiatives in South Africa. ***(21 July 2026)***

Cipla Supports FoodForward SA for Mandela Day 2026

In July 2026, to mark Mandela Day 2026, Cipla partnered with FoodForward SA to help pack food parcels at the Century City Conference Centre. The parcels were distributed through FoodForward SA's network of beneficiary organisations to support vulnerable communities across South Africa. The initiative supports Cipla's Caring for Life commitment to community wellbeing. ***(17 July 2026)***

Cipla Hosts Mental Wellness Activation at University of Johannesburg

In July 2026, Cipla Africa hosted a mental wellness activation at the University of Johannesburg Student Village and The Boma. The event featured wellness talks, yoga sessions, on-site counsellors, and Live DJ to encourage students to prioritise their mental and emotional health. The event formed part of Cipla's broader community wellness initiatives in South Africa. ***(16 July 2026)***

Cipla's 2026 Pondo Challenge Raises Over R533,000 for Conservation and Healthcare

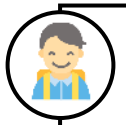
In June 2026, The 2026 Pondo Challenge raised R533,208, exceeding its fundraising target through participants and donors. The funds were to be shared equally between the Pondoland Conservation Trust and Cipla's Miles for Smiles initiative, supporting biodiversity conservation in South Africa and funding corrective cleft surgeries for children through Operation Smile. ***(25 June 2026)***

Cipla Foundation Opens Sha'p Left Nurse Surgery in Soweto

In June 2026, The Cipla Foundation, in partnership with the FirstRand Empowerment Foundation (FREF), officially opened a Sha'p Left nurse surgery in Senaoane, Soweto. Led by Sister Zama Radebe, the nurse-led clinic expands access to affordable primary healthcare by bringing services closer to the local community and reduce educe travel and costs for underserved communities. ***(18 June 2026)***

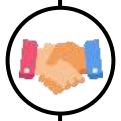
Cipla's Miles for Smiles Team Supports Operation Mile Mission

In May 2026, The Cipla Miles for Smiles team participated in an Operation Mile mission at Nelson Mandela Children's Hospital. The mission highlighted the team's involvement in life-changing corrective surgeries, reflecting Cipla's ongoing commitment to community healthcare through its Miles for Smiles programme, while sharing behind-the-scenes moments from the mission. ***(30 May 2026)***



Cipla Foundation Celebrates 10 Years of Sisonke Sibambisene ECD Centre

In March 2026, The Cipla Foundation celebrated the 10th anniversary of the Sisonke Sibambisene Early Childhood Development (ECD) Centre, recognising its partnership through the GROW ECD programme. The initiative continues to support access to quality early childhood education and childcare, creating a safe learning environment and supporting families in Klipheuwel, South Africa. ***(11 March 2026)***



Cipla Announces Three-Year Partnership with Totalsports Two Oceans Marathon

In January 2026, Cipla was named the Official Recovery Partner of the 2026 Totalsports Two Oceans Marathon, marking the start of a three-year partnership. As part of the collaboration, Cipla introduced dedicated recovery zones, wellness activations and professional recovery support, including over 200 therapists, to enhance the runner experience throughout race week. ***(26 January 2026)***

Cipla

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SAMPLE FROM REPORT
BAUSCH HEALTH OVERVIEW & ALLERGY CARE BRANDS/PRODUCTS

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Established in 1959, Bausch Health Companies Inc. is a global diversified pharmaceutical company that develops, manufactures and markets products across gastroenterology, hepatology, neuroscience, dermatology, dentistry, aesthetics, international pharmaceuticals and eye health.

- Headquartered in Laval, Quebec, Canada, the company operates in more than 90 countries and regions across North America, Europe, the Middle East, Africa, Asia Pacific and Latin America with a portfolio of prescription, generic and over-the-counter (OTC) products.
- Bausch Health entered South Africa in 1968 and expanded its eye health business in 2013 through the acquisition of Bausch + Lomb. The acquisition brought the company's ophthalmology operations under the Bausch + Lomb division, which now oversees its global vision care business, including South Africa.
- In terms of product offerings, Bausch + Lomb provides a range of eye health products, including dry eye treatments, Allergy eye Care products, contact lenses, lens care solutions and nutritional supplements, alongside other pharmaceutical products, supporting consumers across a range of vision care needs.
- In addition to its broader eye health portfolio, Bausch + Lomb includes Artelac® Allergy Eye Drops, extending its offering in the Allergy Care market with a solution specifically developed to provide relief from allergy-related eye symptoms.

IMAGE	BRAND/PRODUCT
	Artelac® Allergy Eye Drops: An Allergy Care eye drop formulated for treatment and prevention symptoms of Allergic Conjunctivitis as well as long-lasting relief of red, watery, and itchy eyes, amongst other benefits.

BAUSCH Health

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BAUSCH + LOMB

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SAMPLE FROM REPORT
MARKET SIZE OVERVIEW

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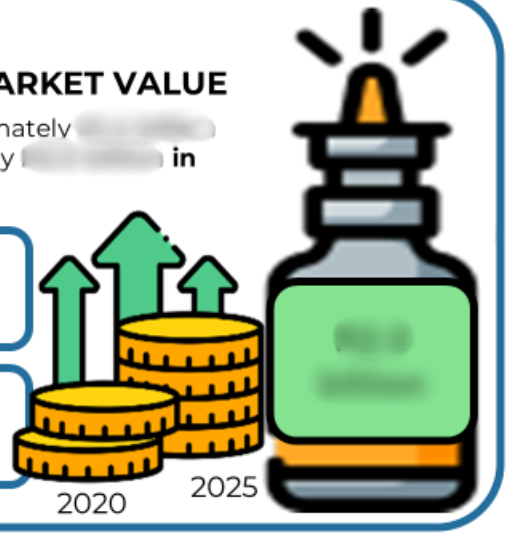
SOUTH AFRICAN ALLERGY CARE MARKET VALUE

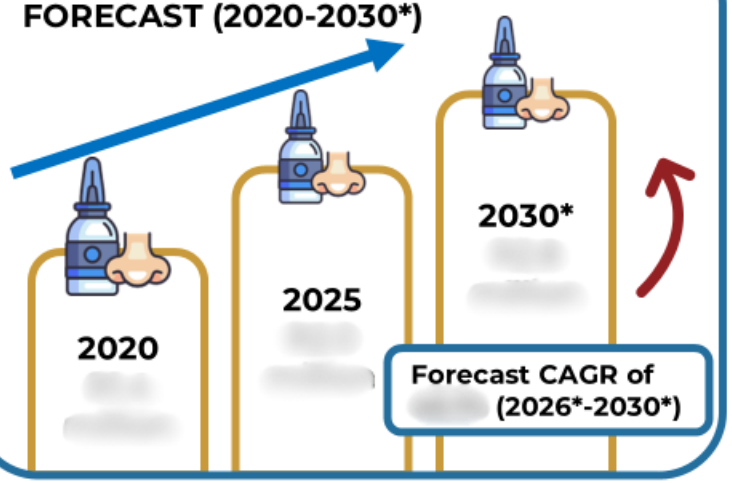
Increased from approximately [redacted] **in 2020**, to approximately [redacted] **in 2025.**

Market increase of [redacted] from 2020 to 2025

Grew at a CAGR of [redacted] (2020-2025)



SA ALLERGY CARE MARKET VALUE FORECAST (2020-2030*)

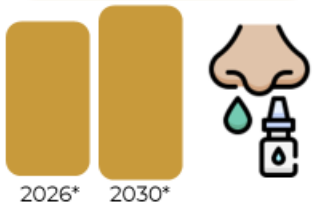


SA ALLERGY CARE MARKET DISTRIBUTION

Channel	2020	2025
Pharmacies	[redacted]	[redacted]
Supermarkets	[redacted]	[redacted]
Health and Personal Care Stores	[redacted]	[redacted]
Hypermarkets	[redacted]	[redacted]
Convenience Retail	[redacted]	[redacted]

SA ALLERGY CARE CATEGORY FORECAST

Based on market forecasts, the Allergy Care market is expected to increase from approximately [redacted] in 2026* to approximately [redacted] in 2030*.



Category	CATEGORY FORECAST TABLE (in ZAR million/billion) 2026*	2030*
Antihistamines/Allergy Remedies (Systemic)	[redacted]	[redacted]
Topical Allergy Remedies/Antihistamines	[redacted]	[redacted]
Allergy Eye Care	[redacted]	[redacted]
Paediatric Allergy Remedies	[redacted]	[redacted]

SA INDUSTRY ALLERGY CARE MARKET SIZE:

ALLERGY CARE

	2020	2025	2030*
Allergy Care	[redacted]	[redacted] CAGR	[redacted] CAGR
Antihistamines/ Allergy Remedies (Systemic)	[redacted]	[redacted] CAGR	[redacted] CAGR
Topical Allergy Remedies/ Antihistamines	[redacted]	[redacted] CAGR	[redacted] CAGR

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MARKET SIZING & COMPETITOR ANALYSIS REPORT

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EXECUTIVE SUMMARY (6 Pages)

South African Allergy Care Industry: Market Size Overview

Brand Positioning Archetypes

Competitive Strategy Heatmap

Competitive Positioning Map

Category Leader Dashboard

Product Format Coverage

SOUTH AFRICAN ALLERGY CARE INDUSTRY (10 Pages)

South African Industry Overview

South African Industry Market Size: South African Allergy Care Market Definitions

South African Industry Market Size: South African Allergy Care Distribution Channel Definitions

South African Industry Market Size: Allergy Care Market (2020-2025): VALUE OF SA ALLERGY CARE MARKET: 2020-2025 (IN ZAR MILLION); SA ALLERGY CARE MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)

South African Industry Market Size: Allergy Care Market (2020-2025: By Category): VALUE OF SA ALLERGY CARE MARKET BY CATEGORY: 2020-2025 (IN ZAR MILLION) (Table)

South African Industry Market Size: Allergy Care Market Size Forecast (2026*-2030*): VALUE OF SA ALLERGY CARE MARKET: 2025-2030* (IN ZAR MILLION); SA ALLERGY CARE MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)

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SOUTH AFRICAN ALLERGY CARE INDUSTRY (CONTINUED) (10 Pages)

South African Industry Market Size Volumes: Allergy Care Market (2020-2030*): RETAIL VOLUME OF SA ALLERGY CARE MARKET BY SEGMENT: 2020-2030* (Table)

South African Industry Market Distribution: Allergy Care Market: CHANNEL DISTRIBUTION FOR ALLERGY CARE PRODUCTS: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 AND 2025) BY OUTLET TYPE (Graph and Table)

SOUTH AFRICAN COFFEE MANUFACTURER AND DISTRIBUTOR OVERVIEW (25 Pages)

Adcock Ingram: Company News

Adcock Ingram: Allergy Care Brands/Products

Aspen Pharmacare: Company News and Allergy Care Brands/Products

Bausch Health: Overview and Allergy Care Brands/Products

Bayer: Company News and Allergy Care Brands/Products

CFAO Healthcare: Company News and Allergy Brands/Products

Cipla Medpro: Company News

Cipla Medpro: Allergy Care Brands/Products

Dr. Reddy’s Laboratories: Overview and Allergy Care Brand/Products

iNova Pharmaceuticals: Company News

iNova Pharmaceuticals: Allergy Care Brands/Products

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SOUTH AFRICAN COFFEE MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (25 Pages)

Kenvue: Overview and Allergy Care Brand/Products

Kenvue: Allergy Care Brands/Products

Pharma Dynamics: Company News and Allergy Care Brands/Products

Procter and Gamble: Company News

Procter and Gamble: Allergy Care Brands/Products

SA Natural Products: Overview and Allergy Care Brand/Products

SA Natural Products: Allergy Care Brand/Products

Sandoz: Overview and Allergy Care Brands/Products

Sandoz: Allergy Care Brands/Products

South African Coffee Manufacturers and Distributors: Other

SOUTH AFRICAN ALLERGY CARE RETAILER ANALYSIS (2 Pages)

Clicks: Overview and Allergy Care Brands/Products

Dis-Chem: Overview and Allergy Care Brands/Products

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SA COMPETITOR MARKET SHARE ANALYSIS
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The **Competitor Market Share Analysis Insights Report** provides valuable market intelligence on company and brand performance, featuring market share, retail sales and volume data for the period 2021–2025. By tracking performance over time, the report enables decision-makers to benchmark competitors, identify market share shifts, assess sales growth and understand the competitive positioning of individual companies and brands to inform strategic business decisions.

Key questions the report answer

- What is each company's market share, and how has it changed from 2021 to 2025?
- What is the market share of individual brands, and how has their position evolved?
- What are the annual retail sales of each company from 2021 to 2025?
- What are the annual retail volume of individual brands over this period?
- How does your company's and brand's performance compare with key competitors?

Sample: Market Share

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SOUTH AFRICAN INDUSTRY INSIGHTS REPORT
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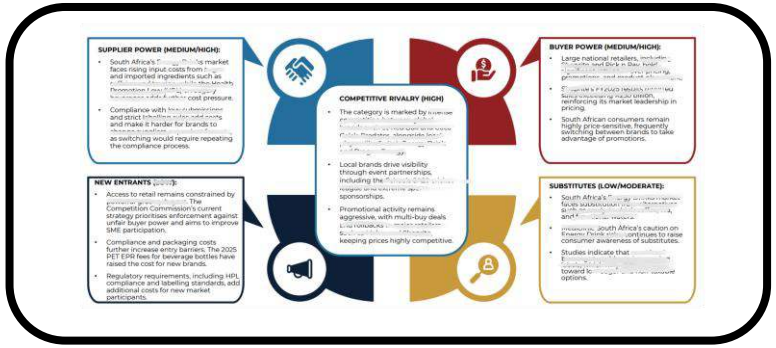
The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and the economic, social and regulatory factors shaping the market, highlighting key opportunities and challenges influencing future industry growth.

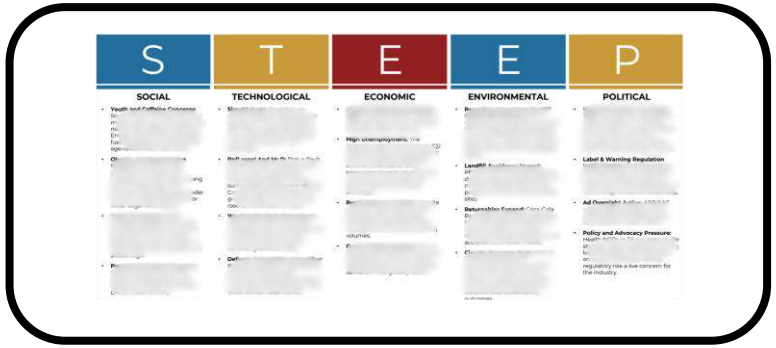
Key questions the report will help you to answer

- What is the Porter's Five Forces and STEEP analysis for the South African markets?
- What are the latest industry trends and product innovations?
- What are the key drivers shaping market growth?
- Which challenges could affect future industry growth
- What innovations and technology are shaping the South African industry?

Sample: Porter's Five Forces



Sample: Steep Analysis



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GLOBAL INDUSTRY INSIGHTS REPORT
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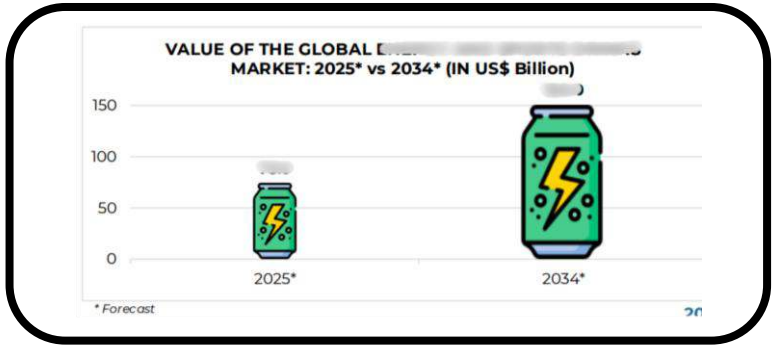
The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and technological developments, alongside the key drivers and challenges shaping industry growth worldwide.

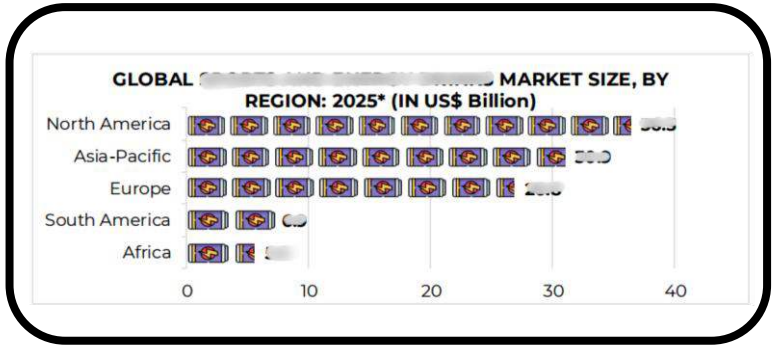
Key questions the report will help you to answer

- What are the current market dynamics of the industry?
- Which are the key markets within the industry?
- Which regions represent the largest markets, and what are the key developments shaping regional market growth?
- Which drivers and challenges could affect future industry growth?
- What innovations and technology are shaping the global industry?

Sample: Global Industry Overview



Sample: Key Markets - Regional



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PRICING ANALYSIS INSIGHTS REPORT
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The **Pricing Analysis Insights Report** provides a comparative overview of product prices across leading South African retail outlets. It examines pricing differences across retailers, brands and product sizes, offering valuable insights into market pricing, price positioning and the competitive retail landscape.

Key questions the report answer

- What are the prices of popular brands across South African retail outlets?
- How do product prices compare?

Sample: Pricing Analysis

BRAND AND SIZE			Checkers	makro	Pick n Pay	SPAR
[redacted]		[redacted]	R79.99	R73.95	R81.49	N/A
		24 x 500ml	N/A	R285.95	R310.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R15.99	R14.95	R15.99	R15.49
		6 x 500ml	R89.99	R77.95	R94.99	R91.99
[redacted]		500ml	R15.99	N/A	R15.99	R15.49

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FULL LANDSCAPE INSIGHTS REPORT
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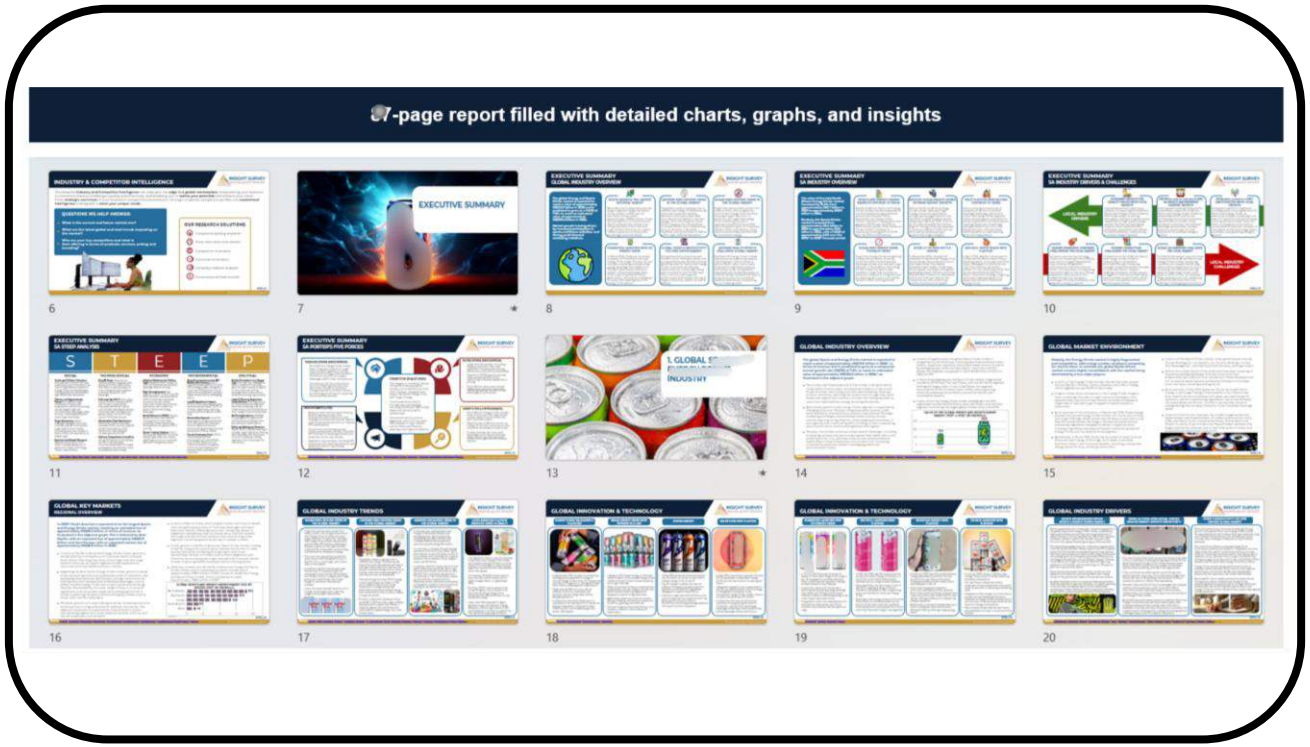
The **South African Full Industry Landscape Insights Report** provides a dynamic synthesis of industry research, examining the local and global industry from a uniquely holistic perspective, with detailed insights into the entire value chain: market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, flavour, and pricing analysis.

- Executive Summary
- Global Industry Snapshot
- South African Industry Snapshot
- South African Industry Drivers & Challenges
- South African Steep Analysis
- South African Porter's Five Forces
- Global Industry
- South African Industry
- SA Industry: Market Size
- South African Industry Manufacturer & Distributor Overview
- South African Pricing Analysis

Sample: Screenshot of Selected Report Slides



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COMPANY OVERVIEW

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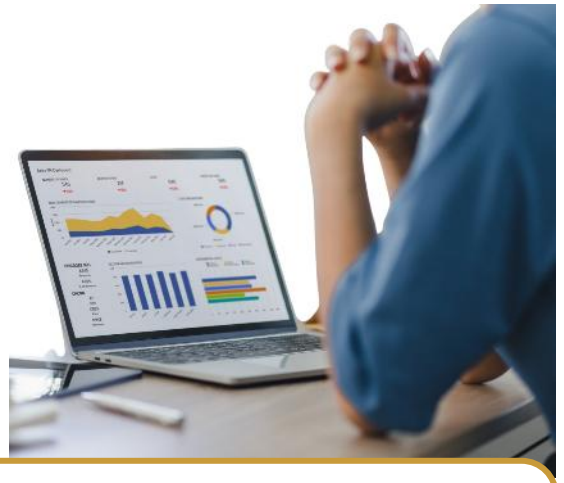
We are a South African, boutique market research agency with 20 years of experience, specialising in Business-to-Business (B2B) and Industry Research. We provide bespoke solutions to deliver business growth by ensuring you make smarter, data-driven decisions with reduced investment risk.

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**.

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INDUSTRY & COMPETITOR INTELLIGENCE

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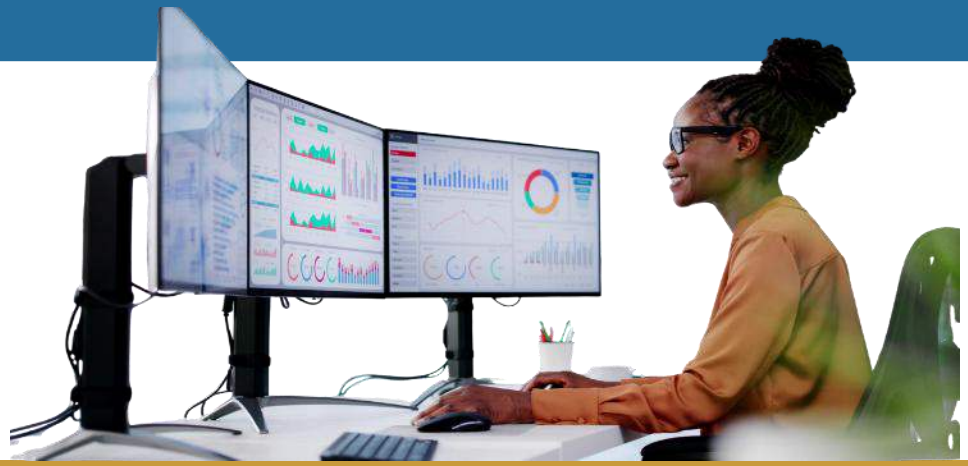
Our bespoke **Industry and Competitor Intelligence** can help give the **edge in a global marketplace**, empowering your business to overcome industry challenges quickly and effectively, and enabling you to **realise your potential** and achieve your vision. From **strategic overviews** of your business's 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
- Governmental held records

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OUR HEALTHCARE CLIENTS

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Ascendis HEALTH

aspen PHARMACARE

BAYER

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Cipla

Roche

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national renal care™

MSD

Vital®

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SERVIER

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

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info@insightsurvey.co.za

https://insightsurvey.co.za/

https://www.linkedin.com/company/insight-survey-sa/