

# Cough, Cold and Allergy (Hay Fever) Remedies in Peru

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumers' return to doctors hinders ongoing recovery of OTC antihistamines  
Efficiency and speed of action are the most sought-after attributes in cough, cold and allergy remedies  
Media attention on other infections leaves behind the common cold and 'flu

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### DISCLAIMER

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