

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

October 2023

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# Cough, Cold and Allergy (Hay Fever) Remedies in Sweden - Category analysis

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Decline in demand in 2023, as high inflation squeezes consumer wallets

Medicated confectionery continues to decline, despite broad distribution

Positive, yet slower growth for e-commerce

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