

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

March 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Search for convenience and a good night's sleep drive growth for decongestants and combination products

Increase in rhinovirus cases drives sales of paediatric cough, cold and allergy remedies, while competition increases for pharyngeal preparations

EMS SA expands its production capacity, Eurofarma completes purchase of Valda, and CIMED invests in diversification

#### PROSPECTS AND OPPORTUNITIES

Climate change likely to continue, and intensify cases of allergies in the forecast period

Inefficacy of phenylephrine declared by the FDA could negatively impact sales of decongestants in Brazil

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