

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

October 2023

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

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cough, cold and allergy (hay fever) remedies sales begin to normalise post-pandemic Players depend on promotions in mature and fragmented competitive landscape Latvians have a strong preference for natural remedies

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