

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

September 2023

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

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#### 2023 DEVELOPMENTS

Demand for cold/cough remedies tends to stabilise Herbal/traditional growing fast in cough remedies Increasing knowledge about allergy symptoms

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Self-medication drives sales of cold, cough and allergy (hay fever) remedies. Increasing presence of cough/cold remedies at discounters Pharyngeal preparations to see strong growth

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## DEFINITIONS

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