

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

September 2023

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

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Rise in respiratory illness leads to an increase in sales Herbal alternatives gain market share Price hikes do not take a toll upon performance

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Migration to herbal alternatives set to contribute to value growth Changes in consumer behaviour are unfavourable to volume growth High degree of self-medication

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## DEFINITIONS

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