

Cough, Cold and Allergy (Hay Fever) Remedies in Norway

September 2023

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady sales growth for the largest OTC category due to the return of social lives
Slower growth for some categories in 2023 after a particularly strong showing in 2022
Antihistamines/allergy remedies bounces back in 2023 after sales slump in 2022

PROSPECTS AND OPPORTUNITIES

A modest performance ahead due to saturation and maturity
The longer allergy season set to support demand for antihistamines/allergy remedies
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