

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

November 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued growth in 2023, driven by decongestants  
Unseasonal rains increase instances of coughs and colds  
Procter & Gamble's Vicks continues to lead with its extensive distribution

#### PROSPECTS AND OPPORTUNITIES

Natural/Ayurvedic products to gain momentum in the forecast period  
Environmental problems will elevate respiratory issues  
Increasing scrutiny of cough remedies might require reformulation

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### DISCLAIMER

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