

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

September 2023

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

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2023 DEVELOPMENTS

Sales continue to flourish but growth stabilises after a vintage year for cough, cold and allergy (hay fever) remedies

Rise in seasonal allergies favours sales of antihistamines/allergy remedies (systemic)

Competition heats up despite supply shortages

PROSPECTS AND OPPORTUNITIES

Growing awareness about the possible dangers of some combination cough, cold and allergy (hay fever) remedies and pseudoephedrine

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