

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

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High incidence of winter viruses seen during winter 2022/2023  
Combination products still trusted despite concerns around pseudoephedrine  
Allergy season lasting longer in Portugal

### PROSPECTS AND OPPORTUNITIES

Demand expected to stabilise after the post-pandemic highs of 2022 and 2023  
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### DISCLAIMER

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