

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

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Demand stabilises after a strong year in 2022  
Medicated confectionery the big winner in 2023  
Little change in the competitive landscape as consumers rely on trusted brands

### PROSPECTS AND OPPORTUNITIES

Modest but positive outlook for cough, cold and allergy (hay fever) remedies as life returns to relative normality  
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### DISCLAIMER

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