

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

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Influenza cases surge in 2023, amid decline in take-up rate of vaccinations
Growth in demand of allergy medications, thanks to return to pre-pandemic lifestyles
GSK healthcare leads intensely competitive category

PROSPECTS AND OPPORTUNITIES

Continued growth expected, although elevated manufacturing costs will place pressure on pricing
Focus on further development of umbrella brands and “all-in-one” solutions
Advertising to remain paramount for success

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