

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

September 2023

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

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Retail current value sales gain momentum through out-of-home lifestyles and higher prices Use of nasal sprays bounces back after pandemic slump Private label and international companies remain strong players in the category

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General upturn in demand but various paces of momentum Positive but restrained retail value (constant 2023 prices) growth Climate change intensifies allergy symptoms

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# DEFINITIONS

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