

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

September 2023

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

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2023 DEVELOPMENTS

Strong growth for cough, cold and allergy remedies amidst widespread flu, and low vaccination rates Key players continue to dominate the Australian market Several cough remedies recalled in Australia for containing pholcodine

PROSPECTS AND OPPORTUNITIES

Changing regulation for cough remedies a reality check for manufacturers Pharyngeal preparations expected to continue beating medicated confectionery in the battle of throat lozenges More Australians expected to suffer symptoms of hay fever, driving growth for antihistamines/allergy remedies

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DISCLAIMER

DEFINITIONS

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