

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

October 2023

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

A return to pre-pandemic lifestyles spells good news for sales of cough, cold and allergy (hay fever) remedies

Lifting of COVID-19 restrictions and control measures a positive for sales of antihistamines/allergy remedies

Prices rise as players focus on providing faster and more effective relief

PROSPECTS AND OPPORTUNITIES

Positive influences on demand expected to be offset by negative ones

Players will need to invest in new product development and marketing to help increase demand for antihistamines/allergy remedies

Players could look to promote reduced side effects as a way of differentiating their products

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