

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

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

The flu season provides an annual boost to category sales  
Consumers increasingly seek out natural and herbal alternatives  
Consumers demand cheaper and more affordable options

### PROSPECTS AND OPPORTUNITIES

Consumers abuse antihistamines/allergy remedies (systemic) to address sleep issues  
Consumers often buy antihistamines/allergy remedies (systemic) when on promotion  
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### DISCLAIMER

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