

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

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Cough, cold and allergy (hay fever) remedies enjoys positive performance in 2023
“Triple epidemic” and exceptionally long outbreak of flu boost demand
Shortages in analgesics benefit sales of cough, cold and allergy (hay fever) remedies

PROSPECTS AND OPPORTUNITIES

Longer allergy seasons expected to drive growth of antihistamines/allergy remedies (systemic)
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OTC products will continue to benefit from increasing trend of self-medication

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