

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

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

### KEY DATA FINDINGS

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Return to pre-pandemic lifestyles boosts demand for cough, cold and allergy (hay fever) remedies

High levels of air pollution trigger respiratory problems

Players invest in new product development as competition intensifies

#### PROSPECTS AND OPPORTUNITIES

Sales are set to benefit from increase in self-medication, while high levels of air pollution will lead to rise in demand for remedies targeted at respiratory problems

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