

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

September 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cough and cold remedies set to benefit from another atypical flu season in 2023/2024

Cough remedies and pharyngeal preparations seeing dynamic growth as coughs and sneezes spread diseases

Antihistamines/allergy remedies (systemic) suffering from a less favourable allergy season with cold and wet weather

#### PROSPECTS AND OPPORTUNITIES

Growth set to slow down as immunity builds up, while players could look to add value with more convenient formats

Some combination products – cough, cold and allergy (hay fever) remedies and oral decongestants may be impacted as pseudoephedrine comes under scrutiny

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