

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

September 2023

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in current value sales in 2023 partly reflects inflationary pressures on average unit prices.

GSK Consumer Healthcare maintains its leading position, but generics continue to gain ground

CBD continues to grow in popularity as a natural alternative remedy

PROSPECTS AND OPPORTUNITIES

Muted current value growth over the forecast period will reflect inflationary pressures and changes in consumer behaviour

Vaccines could dampen current value growth of allergy remedies over the long term

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