

Cough, Cold and Allergy (Hay Fever) Remedies in the United Arab Emirates

September 2023

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Cough, Cold and Allergy (Hay Fever) Remedies in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Climate change and increased use of air conditioning causes a spike in allergies Impact of seasonal flu expected to decline Rising demand for herbal/traditional cough remedies leads to a growing shelf presence

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Multifunctional products set to be a growth driver Zyrtec set to remain the leading brand in antihistamines/allergy remedies, driven by recommendations Self-care for common ailments set to drive growth

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