

Cough, Cold and Allergy (Hay Fever) Remedies in North Macedonia

October 2023

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

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2023 DEVELOPMENTS

Milder winter impacts sales in 2023

Combination products and cough remedies perform well as the common cold is circulating freely again Leading brands Fervex benefits from strong promotion

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Maturity and demographics limit future growth

Wide availability drives sales of medicated confectionery

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DISCLAIMER

DEFINITIONS

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