

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

September 2022

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

KEY DATA FINDINGS

2022 DEVELOPMENTS

Surge in demand for cough and cold medications as flu and COVID spike
Omicron variant boosts demand for cough and cold remedies in 2022
Higher than usual pollen levels intensify hay fever symptoms, contributing to growth in category

PROSPECTS AND OPPORTUNITIES

Increased consumer interest in preventative health will have a mixed impact on the category over the forecast period
Climate change is likely to benefit antihistamines/allergy remedies in the coming years
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