

Cough, Cold and Allergy (Hay Fever) Remedies in the Philippines

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

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2023 DEVELOPMENTS

Active ingredients remain on the frontline of the marketing battle
Local brands remain in the lead due to their familiarity among local consumers
Inclusion of citrus fruits and Vitamin C is commonplace in cough and cold remedies

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Lack of innovation set to inhibit category growth
Shift towards products with a more natural positioning set to gain ground
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