



# Cough, Cold and Allergy (Hay Fever) Remedies in Ukraine

October 2024

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

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Russia's war in Ukraine continues to limit the growth potential of the category  
Combination products and decongestants thriving thanks to efficacy and broad range of options  
Domestic players seeing strong gains in cough, cold and allergy (hay fever) remedies

#### PROSPECTS AND OPPORTUNITIES

Bright outlook for cough, cold and allergy (hay fever) remedies  
Paediatric products set to see a rebound in demand backed by new product development  
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### DISCLAIMER

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