

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

October 2023

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

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2023 DEVELOPMENTS

Stabilisation follows very strong growth in demand in 2022

Shortage of medicines only partially impacts cough, cold and allergy (hay fever) remedies

Slovak consumers seek out herbal/traditional cough and cold remedies

PROSPECTS AND OPPORTUNITIES

The omnichannel approach is set to continue to gain traction in the forecast period

The category is set to stabilise as key growth drivers ebb

The competitive landscape is expected to remain unchanged despite the greater penetration of private label

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