

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

September 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Long winter drives demand for cough and cold remedies  
Allergy remedies return to pre-pandemic patterns  
International companies lead; however, private label is starting to emerge

#### PROSPECTS AND OPPORTUNITIES

Maturity and shift in consumer behaviour may impact future demand  
Pharmacies will continue to dominate as online sales are not permitted  
Advertising campaigns play a key role in the competitive strategies of players

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### DISCLAIMER

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