

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

October 2023

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

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2023 DEVELOPMENTS

Overall demand buoyed by return to pre-pandemic routines
Medicated confectionery records fastest growth in volume and current value sales
GlaxoSmithKline, Mondelez and Sanofi-Aventis remain the top three companies

PROSPECTS AND OPPORTUNITIES

Most categories expected to see demand increase steadily
"Rebound congestion" concerns will continue to limit use of nasal drops and sprays
Preventive health trend and use of natural remedies may temper growth potential

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