

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

September 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Need for cough and cold remedies increases with the easing of the pandemic  
Pollution and climate change boost demand for antihistamines/allergy remedies  
DMP withdraws marketing authorisation for cough remedies containing pholcodine

#### PROSPECTS AND OPPORTUNITIES

Population growth and self-medication trend will remain key demand drivers  
Efforts to promote safer use of OTC cough and cold remedies likely to increase  
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