

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

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

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2023 DEVELOPMENTS

Search for convenience and a good night's sleep drive growth for decongestants and combination products
Increase in rhinovirus cases drives sales of paediatric cough, cold and allergy remedies, while competition increases for pharyngeal preparations
EMS SA expands its production capacity, Eurofarma completes purchase of Valda, and CIMED invests in diversification

PROSPECTS AND OPPORTUNITIES

Climate change likely to continue, and intensify cases of allergies in the forecast period
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