

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

October 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth in cough, cold and allergy (hay fever) remedies eases as the threat of COVID-19 abates

Throat spray becomes an increasingly popular format in pharyngeal preparations

Inconsistent air quality increases the use of nasal sprays

#### PROSPECTS AND OPPORTUNITIES

Expectation of normalisation of sales as COVID-19 becomes endemic

Increasing consumer awareness of allergies will drive growth for antihistamines/ allergy remedies

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