

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

October 2023

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

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Combination products remain firm favourites, driving growth in 2023
Opexa performs well following its shift from prescription-only to OTC
Established brands benefit from strong reputations and consumer loyalty

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Steady growth as the popularity of the landscape remains
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