

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

September 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for cold/cough remedies tends to stabilise

Herbal/traditional growing fast in cough remedies

Increasing knowledge about allergy symptoms

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Self-medication drives sales of cold, cough and allergy (hay fever) remedies.

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