

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

October 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

2023's "triple-demic" is a key growth driver for the category in Mexico  
A deteriorating environment reflects negatively on Mexicans' respiratory systems  
Brand growth depends on effective strategies, rather than only situational factors

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### DISCLAIMER

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