

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

September 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Seasonal colds and flus drive demand for cough, cold and allergy (hay fever) remedies  
Combination products record the highest growth as they are perceived to be quick in resolving symptoms  
International players with trusted brands maintain their dominance

#### PROSPECTS AND OPPORTUNITIES

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### DISCLAIMER

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