

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

September 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Steady sales growth for the largest OTC category due to the return of social lives  
Slower growth for some categories in 2023 after a particularly strong showing in 2022  
Antihistamines/allergy remedies bounces back in 2023 after sales slump in 2022

#### PROSPECTS AND OPPORTUNITIES

A modest performance ahead due to saturation and maturity  
The longer allergy season set to support demand for antihistamines/allergy remedies  
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### DISCLAIMER

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