

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

November 2023

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, driven by decongestants
Unseasonal rains increase instances of coughs and colds
Procter & Gamble's Vicks continues to lead with its extensive distribution

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Natural/Ayurvedic products to gain momentum in the forecast period
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