

Cough, Cold and Allergy (Hay Fever) Remedies in New Zealand

October 2023

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

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2023 DEVELOPMENTS

Greater demand for cough, cold and allergy remedies, thanks to return of pre-pandemic lifestyles and early start to flu season

Pharyngeal preparations begin to close the gap with medicated confectionery

Major brands continue to vie for leading position

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