

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

September 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued growth, driven by paediatric cough/cold remedies, and combination products

Growth of private label and generics remains stable, as continuing inflationary price pressure leads to switching

Decline for pharyngeal preparations indicates potential cannibalisation from medicated confectionery

#### PROSPECTS AND OPPORTUNITIES

Longer allergy season expected over the forecast years

Clean cough, cold and allergy portfolios from Genexa and KinderMed set to rise as the herbal/natural trend continues, especially in paediatric products

Natural preventative immune care remedies and supplements to gain momentum

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