

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

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Regulations restrict sales to pharmacy only  
Brands cater to consumers across all income profiles  
Herbal concoctions are still commonly used by consumers

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Affordability concerns drive demand for local brands  
Marketing campaigns target prescribers and pharmacists  
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### DISCLAIMER

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