

# Cough, Cold and Allergy (Hay Fever) Remedies in the United Arab Emirates

September 2023

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

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Climate change and increased use of air conditioning causes a spike in allergies

Impact of seasonal flu expected to decline

Rising demand for herbal/traditional cough remedies leads to a growing shelf presence

#### PROSPECTS AND OPPORTUNITIES

Multifunctional products set to be a growth driver

Zyrtec set to remain the leading brand in antihistamines/allergy remedies, driven by recommendations

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