

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

October 2023

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

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Milder winter impacts sales in 2023

Combination products and cough remedies perform well as the common cold is circulating freely again

Leading brands Fervex benefits from strong promotion

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Maturity and demographics limit future growth

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