

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

Market Direction | 2022-09-26 | 22 pages | Euromonitor

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### **Report description:**

Lekadol has maintained its leading share in the cough, cold and allergy (hay fever) remedies category. The brand is promoted mostly on TV commercials and in pharmacies with billboards. The share of smaller players is declining, as well-established brands, such as Lekadol, Aspirin and Operil are gaining market share. Those companies are capable of investing more in marketing, and, thereby, boosting already high levels of brand awareness and building on the established loyalty towards well-established brands.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Slovenia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Antihistamines/Allergy Remedies (Systemic), Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Paediatric Cough, Cold and Allergy Remedies, Pharyngeal Preparations.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cough, Cold and Allergy (Hay Fever) Remedies market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

September 2022

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