

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

Market Direction | 2023-09-21 | 23 pages | Euromonitor

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### **Report description:**

Retail sales of cough, cold and allergy (hay fever) remedies saw another year of healthy growth in constant value terms in 2023. With the resumption of pre-pandemic lifestyles, including a return to work, school and social activities, consumers became more susceptible to seasonal colds, flu and other respiratory ailments. Moreover, consumers preferred to keep stocked up with such products, for fear of shortages should they be needed.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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

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Cough and cold remedies continue to recover, in line with normalisation of consumer lifestyles

Allergy remedies see continued growth

Procter & Gamble sees strong growth of Vick portfolio

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Consumption set to grow as consumers return to outdoor lifestyles, although seasonality will remain a key factor

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