

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

Market Direction | 2024-09-23 | 23 pages | Euromonitor

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**Report description:**

While cough, cold and allergy (hay fever) remedies in Greece saw a surge in demand in Q1 2023 amidst a spike in respiratory illness, the very mild winter in 2023-2024 slowed the performance of the category. With temperatures remaining relatively high throughout Q4 2023 and early 2024, the cases of flu and colds, etc, were low. However, December 2023 saw a surge in cases of flu, driven mostly by the high frequency of social gatherings in the weeks preceding Christmas, which resulted in illnesses...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Self-medication/self-care and preventive medicine

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