



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

September 2024

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

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Retail volume sales rebound amid heavier marketing investments  
Medicated confectionery records fastest growth in volume and current value sales  
GlaxoSmithKline, Mondelez and Sanofi-Aventis remain the top three companies

#### PROSPECTS AND OPPORTUNITIES

Slow growth anticipated in cough, cold and allergy (hay fever) remedies  
Convenience to drive appeal of nasal spray formats  
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### DISCLAIMER

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