



Cough, Cold and Allergy (Hay Fever) Remedies in Colombia

September 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Climate change informs the demand for cough and cold remedies
- Commercial brands are highly valued by consumers
- Pharmaceutical companies look to gain pharmacists' recommendations

PROSPECTS AND OPPORTUNITIES

- OTC medicines complement traditional treatments for colds
- Cough syrups with natural ingredients to gain popularity
- Rising incidence of allergies to push the use of oral antihistamines and nasal decongestant drops

CATEGORY DATA

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- Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024
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Consumer Health in Colombia - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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