



Euromonitor
International

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

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

2024 sees modest sales performance

Combination products witness another year of double-digit decline amid pseudoephedrine controversy

Ricola benefits from French consumers' sweet tooth

PROSPECTS AND OPPORTUNITIES

As flu seasons settle down the impact will be offset by rising demand for antihistamines/allergy remedies

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