



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

September 2023

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

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Seasonal colds and flus drive demand for cough, cold and allergy (hay fever) remedies
Combination products record the highest growth as they are perceived to be quick in resolving symptoms
International players with trusted brands maintain their dominance

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