

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

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Active ingredients remain on the frontline of the marketing battle  
Local brands remain in the lead due to their familiarity among local consumers  
Inclusion of citrus fruits and Vitamin C is commonplace in cough and cold remedies

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Lack of innovation set to inhibit category growth  
Shift towards products with a more natural positioning set to gain ground  
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