

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

October 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers in Malaysia maintain appetite for cough, cold and allergy (hay fever) remedies due to sustained interest in illness prevention

Emergence of more innovative formats, such as patches and sprays

Rising competition from immunity-strengthening vitamins and dietary supplements

#### PROSPECTS AND OPPORTUNITIES

Positive outlook fuelled by return of busier, more sociable lifestyles, with herbal/traditional ingredients continuing as key manufacturer focus

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