

Cough, Cold and Allergy (Hay Fever) Remedies in South Korea

October 2023

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

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2023 DEVELOPMENTS

Liquid format increasingly favoured for treating colds and coughs
Products with a focus on specific symptoms are popular in South Korea
More varied distribution for cough, cold and allergy (hay fever) remedies

PROSPECTS AND OPPORTUNITIES

Brands intensify marketing campaigns to expand target audience
Dynamic performance predicted for antihistamines/allergy remedies (systemic) as seasonality of allergies is expanding
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