

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

September 2023

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

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#### 2023 DEVELOPMENTS

Cough, cold and allergy (hay fever) remedies sees growth

Halls retains its lead

Combination/multi-symptom products are valued by consumers

#### PROSPECTS AND OPPORTUNITIES

Generics projected to remain strong in the category

Remedies to combat allergies (hay fever) could see a boost in consumer demand

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