

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

October 2023

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

The intense cold and flu season benefits sales in 2023
Rising allergy levels due to heightened pollution and allergenic species
While international players lead, private label offerings gain ground

PROSPECTS AND OPPORTUNITIES

Growth remains positive; however, preventative health care impacts sales
Pharmacies retain dominance for distributions, as online sales are not permitted
A high level of advertising creates solid competition across the forecast period

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