

Cough, Cold, Flu, and Allergy Remedies - US - April 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The majority of adults have experienced some kind of cold, cough, flu, allergy, or related symptom in the past 12 months. Over-the-counter remedies are the most common method for treating these ailments. Yet, after achieving growth from 2013-17, category sales softened in 2018. Mintel's forecast calls for a gain between 2018 and 2023 as a variety of treatment methods are adopted."

- Andrea Wroble, Research Analyst

This report looks at the following areas:

- Sales growth stalls for OTC remedies
- Concern for unwanted side effects of OTC medications
- Shifts in population challenge the market

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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