

Cold & Flu

A Nicholas Hall report on the Global Cold & Flu Market

(411 pages)

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US market set to post strong growth despite increasing scrutiny over key ingredients
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Vitamin D
Pine bark extract may reduce cold symptoms
Echinacea
Zinc
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Otrivin (2pp)

Otrivin cold & flu sales 2012-16
Otrivin leading cold & flu markets 2016
Success factors

Sinupret (2pp)

Sinupret cold & flu sales 2012-16
Sinupret leading cold & flu markets 2016
Success factors

Sudafed (2pp)

Sudafed cold & flu sales 2012-16
Sudafed leading cold & flu markets 2016
Success factors

TheraFlu (2pp)

TheraFlu cold & flu sales 2012-16
TheraFlu leading cold & flu markets 2016
Success factors

Vicks (2pp)

Vicks cold & flu sales 2012-16
Vicks leading cold & flu markets 2016
Success factors