

# Consumer Health in Honduras

September 2025

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The impact of climate change and the incidence of endemic diseases are determining factors in the demand for analgesics

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Self-medication with analgesics is an immediate and temporary response by Hondurans to limited health insurance coverage

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Cough, cold and allergy (hay fever) remedies led by global brands with an emphasis on fast-relief formulation improvements and multifunctionality Pharmaceutical chains expand coverage with a strong pricing strategy

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The incidence of colds and allergies tends to extend over periods beyond just seasonality, favouring demand for the category

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