

Analgesics in Peru

October 2023

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Analgesics in Peru - Category analysis

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2023 DEVELOPMENTS

Reduced concern about COVID-19 dampens sales of analgesics

Generics remain relevant for consumers in Peru

GSK's Panadol maintains its leading place

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Recovery of economy expected to herald stronger sales for big brands names

Relevance of acetaminophen and ibuprofen means other styles of analgesics need to find their target audiences

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