

Analgesics in Malaysia

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

New product innovation fuels growth in topical analgesics
Rise in herbal/traditional options by local manufacturers
Inflationary pressures facilitate switch to generic brands and private labels

PROSPECTS AND OPPORTUNITIES

Analgesics expected to continue on steady growth trajectory
Growth in number of new launches targeting sports-related pain, as well as those with a more convenient application format
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