

Analgesics in Denmark

September 2023

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Analgesics in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate current value sales growth in 2023, partly driven by inflation

The analgesics landscape is highly consolidated as GlaxoSmithKline retains its lead

CBD continues to grow in popularity as an alternative pain reliever

PROSPECTS AND OPPORTUNITIES

Moderate current value growth is expected over the forecast period

Topical analgesics is set to perform well thanks to a post-pandemic surge in sporting activity

Analgesics will continue to suffer from lack of innovation and stagnation

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