

Analgesics in Vietnam

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for analgesics remains strong as flu cases increase

The fast expansion of chained pharmacies supports retail sales of analgesics

Higher level of physical activity in Vietnam boosts demand for topical analgesics/anaesthetic

PROSPECTS AND OPPORTUNITIES

Positive outlook for analgesics but maturity will encourage players to develop products offering differentiation

Ageing and professional demographics likely to drive future sales of analgesics but paediatric segment also offers further promise

Distribution via retail e-commerce likely to remain negligible despite rapid development of this channel in Vietnam

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