



Euromonitor
International

Analgesics in Thailand

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Analgesics in Thailand grows steadily as office syndrome and ageing demographics sustain demand

Affordability and sachet culture sustain systemic analgesics as the largest and best performing category

E-commerce and social commerce reshape analgesics as digital channels drive discovery and repeat purchases

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Older adults set to drive demand for mobility-focused pain relief

Sachet economy expected to sustain OTC analgesics growth

Social commerce projected to replace traditional OTC discovery

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Sara and Tylenol retain strength by leveraging pharmacy access and affordability

Agile players gain ground through hydrogel innovation and lifestyle positioning

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Pharmacies lead as consumer trust and chain expansion sustain dominance

T.Man and Bertram expand topical reach with digital and convenience focus

Digital-first platforms and social commerce accelerate trial for topical brands

Chart 1 Retail Channels 2021-2026

PRODUCTS

Lifestyle engagement and format innovation replace pharmaceutical formulation as an innovation driver

Tiger Balm, Counterpain, Namman Muay and Pharmica lead recent innovation

Lifestyle-aligned brands secure loyalty while challengers use innovation to disrupt incumbents

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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