Euromonitor International

Analgesics in Kenya

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Analgesics experience strong growth, driven by early pain management
Systemic pain relief leads usage as generics gain ground
Cetamol boosts pain relief for fever and everyday ailments
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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Local players anticipated to expand affordable options as self-medication persists
Systemic pain relief brands set to defend volume as topicals accelerate
Generics and regulatory change expected to reshape value and access landscape
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COMPETITIVE LANDSCAPE

GSK Consumer Healthcare builds on trust to widen share lead
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E-pharmacy platforms build urban presence but offline remains key
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COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/analgesics-in-kenya/report.