

Analgesics in Georgia

September 2023

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Analgesics in Georgia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate volume growth, bolstered by sharp increase in immigrants Fast pain relief key driver of value sales Competitive landscape fairly fragmented

PROSPECTS AND OPPORTUNITIES

Minimal constant value growth over forecast period Competing factors at play over forecast period in relation to retail prices Analgesics suffer from lack of innovation

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DISCLAIMER

DEFINITIONS

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