

Analgesics in Japan

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixed fortunes for analgesics in 2023 with topical analgesics/anaesthetic being key to growth

Salonpas benefits from rebound in demand for topical analgesics/anaesthetic, while Loxonin S continues to make waves

Players focus on adding value to their product lines

PROSPECTS AND OPPORTUNITIES

Stable outlook for analgesics with challenges and opportunities presenting themselves

New product development expected to focus on treating the causes of pain and stiffness

Players will need to address negative image issues to maintain demand

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