

Analgesics in Italy

September 2023

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Analgesics in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Analgesics set to benefit from the circulation of influenza and para-flu viruses

Ibuprofen set to be the best performer with sales benefiting from the circulation of milder strains of COVID-19

Topical analgesics suffers from the competition from non-medicated patches but herbal/traditional options provide potential opportunities

PROSPECTS AND OPPORTUNITIES

Analgesics set to see more stable sales, but women's health opening up possible avenues for growth

Manufacturers expected to focus on adding new positionings and features to help stimulate demand

Growing self-medication culture will sustain category sales but generics unlikely to challenge the established order

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