Euromonitor International

Analgesics in Greece

September 2026

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KEY DATA INSIGHTS

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Vian attracts on-the-go users with single-dose paracetamol formats
Regulatory changes fuel consumer trade-up to premium pain relief
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Chart 2 Value Sales by Category 2026

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Combination product brands must focus on instilling trust to secure growth
Further innovation in convenience-led formats expected to address busy lifestyles
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COUNTRY REPORTS DISCLAIMER

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