

Analgesics in Brazil

March 2024

Table of Contents

Analgesics in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth remains steady, and analgesics remains the leader within OTC
Traditional brands continue to invest in mass media to maintain relevance amongst consumers
Small pharmacies still concentrate most sales of analgesics

PROSPECTS AND OPPORTUNITIES

Brazilians' hectic routines will tend to maintain high levels of stress, driving demand for analgesics
Distribution developments, with debate set to continue over expanding retail channels
Increased awareness of risks of self-medication, and dengue may lead to more cautious consumption of analgesics

CATEGORY DATA

Table 1 - Sales of Analgesics by Category: Value 2018-2023
Table 2 - Sales of Analgesics by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Analgesics: % Value 2019-2023
Table 4 - LBN Brand Shares of Analgesics: % Value 2020-2023
Table 5 - Forecast Sales of Analgesics by Category: Value 2023-2028
Table 6 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

Consumer Health in Brazil - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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