Euromonitor International

Analgesics in Tanzania

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Affordable analgesics sustain demand across a price-sensitive market
Supply-chain pressures accelerate trade-down to generics and local products
E-commerce broadens painkiller access and supports stock availability
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacy access expected to support sustained demand for pain relief
Natural preferences and price sensitivity poised to reshape product portfolios
Import dependency expected to heighten the need for supply resilience
Chart 1 Forecast Value Sales 2021-2031
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COMPETITIVE LANDSCAPE

GSK retains the lead as distribution and brand trust support Panadol
Gofen competes through perceived efficacy and retailer engagement
Chart 1 Company Shares 2026
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CHANNELS

Pharmacies dominate pain relief through trusted access and broad availability
Online pharmacies extend access while remaining complementary to physical retail
Chart 1 Retail Channels 2021-2026

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Chart 1 Population 2021-2031
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