

Analgesics in Brazil

October 2022

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Analgesics in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Headaches, muscle aches and hangovers explain the high consumption of analgesics
Lack of raw materials and supply issues hold back growth, which could have been higher
Acquisitions reinforce Hypera's portfolio, and Reckitt Benckiser bets on analgesics

PROSPECTS AND OPPORTUNITIES

Inflationary pressure should not harm sales of analgesics in the short term
Multinationals may divest their OTC divisions, while negotiations could form a giant in the national pharmaceutical industry
Expectation of faster-acting products and more flexibility in distribution

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Consumer Health in Brazil - Industry Overview

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New ways of consuming vitamins emerge, and probiotics are highlighted in preventative care
Spin-offs, mergers and acquisitions mark the Brazilian competitive landscape
The advance of pharmacies continues, but could be pressured by the entry of a new distribution channel
Open health, personalisation and logistical issues emerge as important shifts on the horizon

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DISCLAIMER

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