

Analgesics in Costa Rica

October 2022

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Analgesics in Costa Rica - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Prices becomes more important than brand with promotions attracting consumers
Higher stress-levels cause headaches and a greater need for analgesics
Acetaminophen suggested at vaccination centres nationwide

PROSPECTS AND OPPORTUNITIES

Increased stress will continue to drive the category, but less mask wearing may alleviate headaches
Consumers are expected to continue seeking lower prices
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DISCLAIMER

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