

Analgesics in Japan

October 2022

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Analgesics in Japan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Analgesics faces decline after a strong year, also affected by consumers' infection prevention practices and slow recovery of inbound travel
Products that respond to concern about infection with COVID-19 and adverse reactions to vaccination are emerging
Topical analgesics/anaesthetic continues its recovery due to the appeal of its efficacy on specific areas and formula innovations

PROSPECTS AND OPPORTUNITIES

Analgesics set to see recovery, but volume sales expected to remain lower than in 2019
Steady domestic demand and a resurgence of inbound demand will continue to drive recovery for topical analgesics/anaesthetic
The proliferation of rival treatments is becoming a threat to analgesics

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DISCLAIMER

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