

Analgesics in Taiwan

October 2022

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Analgesics in Taiwan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Analgesics see growth in 2022 thanks to efficacy against COVID-19 symptoms

Panadol remains most popular brand but local brands also see higher sales due to Panadol shortages

Topical analgesics resumes stronger growth as lockdown is lifted and consumers take part in more sports and exercise

PROSPECTS AND OPPORTUNITIES

Greater segmentation expected as consumers are encouraged to use specific medication to treat specific conditions

Greater chance of self-medication to lead to higher analgesics sales, although OTC purchases will continue to be limited to physical stores

Herbal remedies to be increasingly favoured thanks to cultural local customs

CATEGORY DATA

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DISCLAIMER

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