

Analgesics in Georgia

Market Direction | 2022-10-11 | 26 pages | Euromonitor

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Report description:

Analgesics consumption is growing steadily in Georgia in 2022, as consumers deplete their initial pandemic supplies to treat the symptoms of fever and cold and thus need to purchase more. Throughout 2020-2021 and in the first quarter of 2022, the prices for analgesics have been grown significantly as manufacturers, remaining unconstrained by price ceilings, tried to absorb the currency fluctuations and economic uncertainty caused by the war in Ukraine. However, from the second quarter of 2022 on...

Euromonitor International's Analgesics in Georgia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Systemic Analgesics, Topical Analgesics/Anaesthetic.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Analgesics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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ANALGESICS IN GEORGIA

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2022 DEVELOPMENTS

Demand grows as consumers deplete their home supplies and take advantage of lowering prices

Systematic analgesics retains higher growth than topical analgesics with adult acetaminophen accounting for the largest proportion of sales

Sopharma leads a fragmented competitive landscape, with Ketonal maintaining its clear top position in Ketophen

PROSPECTS AND OPPORTUNITIES

Moderate growth expected with ibuprofen and ketoprofen to see heightened demand at the expense of acetaminophen

Imported Turkish analgesics threaten the success of higher quality European products as consumers remain price-sensitive

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