

## **Analgesics in Italy**

Market Direction | 2023-09-21 | 27 pages | Euromonitor

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### **Report description:**

Analgesics is expected to see a single-digit growth in current value terms in 2023. Sales are benefiting from the stable demand for analgesics and unit price increases linked to rising price lists as a result of the higher cost of production faced by manufacturers. Acetaminophen and aspirin in particular should benefit from an expected atypical 2023-2024 flu season. Many Italians still have an immunity debt generated during the two years of restrictions and social distancing and as such are seen...

Euromonitor International's Analgesics in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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ANALGESICS IN ITALY

KEY DATA FINDINGS

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Analgesics set to benefit from the circulation of influenza and para-flu viruses

Ibuprofen set to be the best performer with sales benefiting from the circulation of milder strains of COVID-19

Topical analgesics suffers from the competition from non-medicated patches but herbal/traditional options provide potential opportunities

PROSPECTS AND OPPORTUNITIES

Analgesics set to see more stable sales, but women's health opening up possible avenues for growth

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Growing self-medication culture will sustain category sales but generics unlikely to challenge the established order

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Self-medication/self-care and preventive medicine

Switches

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