

## **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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### **Table of Contents:**

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List Of Contents And Tables

ANALGESICS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Manufacturers expected to focus on adding new positionings and features to help stimulate demand

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

CATEGORY DATA

Table 1 Sales of Analgesics by Category: Value 2018-2023

Table 2 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Analgesics: % Value 2019-2023

Table 4 LBN Brand Shares of Analgesics: % Value 2020-2023

Table 5 Forecast Sales of Analgesics by Category: Value 2023-2028

Table 6 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN ITALY

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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