

Analgesics in South Korea

Market Direction | 2023-10-05 | 30 pages | Euromonitor

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Report description:

Despite the overall waning impact of the pandemic in South Korea, simultaneous new outbreaks of COVID-19, influenza, and the common cold (referred to as a "triple pandemic" in the country) are leading to a sharp increase in the number of consumers requiring relief from their symptoms. Therefore, demand for both prescription medications and over-the-counter drugs from pharmacies has noticeably surged, leading to a further rise in value sales of analgesics in 2023.

Euromonitor International's Analgesics in South Korea 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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"Tripledeemic" in South Korea ensures demand for analgesics remains high

Average unit price of acetaminophen continues to rise, pushing demand for alternatives

Convenience stores continues to make gains but pharmacies remains dominant distribution channel for analgesics

PROSPECTS AND OPPORTUNITIES

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Local consumers will continue to value topical options, driven by ageing population and greater participation in physical activity

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