

## **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 "tripledemic" 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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ANALGESICS IN SOUTH KOREA

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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

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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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