

Analgesics in Kenya

Market Direction | 2024-01-12 | 24 pages | Euromonitor

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Report description:

Analgesics experienced a rise in unit prices due to inflationary pressure, which pushed up the price of imported medications and locally-produced options. Current value growth accelerated in 2023 as a result of this trend. Brand loyalty remains strong in analgesics, especially for brands that have proven efficacy, with some consumers choosing not to trade down to cheaper brands. Moreover, there are a range of analgesics products that cater to different income profiles in Kenya, enabling all cons...

Euromonitor International's Analgesics in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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