

Analgesics in Brazil

Market Direction | 2024-03-18 | 30 pages | Euromonitor

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Report description:

Analgesics is set to maintain steady current value growth in Brazil in 2023, and will remain the largest category within OTC, with a 40% share of value sales. The consumption of analgesics is mainly related to general pain, fever, and the relief of hangover symptoms caused by excessive consumption of alcoholic beverages. However, as a mature category, its pace of growth is expected to be lower than most other consumer health categories in 2023. The minimal volume growth expected highlights that...

Euromonitor International's Analgesics in Brazil 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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Table of Contents:

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List Of Contents And Tables

ANALGESICS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth remains steady, and analgesics remains the leader within OTC

Traditional brands continue to invest in mass media to maintain relevance amongst consumers

Small pharmacies still concentrate most sales of analgesics

PROSPECTS AND OPPORTUNITIES

Brazilians' hectic routines will tend to maintain high levels of stress, driving demand for analgesics

Distribution developments, with debate set to continue over expanding retail channels

Increased awareness of risks of self-medication, and dengue may lead to more cautious consumption of analgesics

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 BRAZIL

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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