

## **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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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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

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