

Analgesics in Ecuador

Market Direction | 2024-10-08 | 22 pages | Euromonitor

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Report description:

Analgesics in Ecuador is seeing significant advertising investment by multiple category players. In 2024, much of this investment focused on highlighting the versatility of analgesics in an attempt to widen the consumer base in the country and drive sales. The #YoRecomiendo FinalinForte (I Recommend Finalin Forte) campaign, for instance, promotes the product's use for both headaches and hangovers. Xray Dol, meanwhile, is advertised as being effective for joint and back pain, headaches, and sore...

Euromonitor International's Analgesics in Ecuador 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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