

## **Analgesics in Peru**

Market Direction | 2024-10-08 | 25 pages | Euromonitor

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### **Report description:**

In 2024, OTC analgesics are seeing a mixed performance. Following the outbreak of COVID-19, generics have become more widespread, embraced by Peruvians to deal with minor aches and pains while being perceived positively. With consumers becoming more cost-conscious, many have reached for generics, which are more affordable compared to branded goods. This has had an impact on overall value sales, with consumers shifting to cheaper products, reducing retail value growth.

Euromonitor International's Analgesics in Peru 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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