

# North America Non-Steroidal Anti-Inflammatory Drugs Market - 2025-2033

<https://marketpublishers.com/r/N0801E00794AEN.html>

Date: May 2025

Pages: 136

Price: US\$ 3,750.00 (Single User License)

ID: N0801E00794AEN

## Abstracts

### Overview

The North America non-steroidal anti-inflammatory drugs market size reached US\$ 8.34 billion in 2024 and is expected to reach US\$ 17.27 billion by 2033, growing at a CAGR of 7.6% during the forecast period 2025-2033.

Nonsteroidal anti-inflammatory drugs (NSAIDs) are widely used for pain relief, particularly for mild to moderate pain and inflammation. This category includes medications such as acetaminophen, aspirin, ibuprofen, naproxen, diclofenac, and celecoxib. NSAIDs play a crucial role in managing pain associated with musculoskeletal conditions, arthritis, post-surgical recovery, and migraines.

NSAIDs are commonly used for the symptomatic management of various rheumatic conditions marked by chronic musculoskeletal pain, as well as in the treatment of different types of acute pain. Although NSAIDs vary significantly in their chemical structure, they all share the common mechanism of action, blocking the production of prostaglandins (PGs), which play a key role in inflammation and pain.

### Market Dynamics: Drivers & Restraints

#### Rising Prevalence of Chronic Pain Conditions

The rising prevalence of chronic pain conditions is expected to significantly drive the non-steroidal anti-inflammatory drugs (NSAIDs) market, as more individuals seek effective and accessible solutions for managing long-term discomfort. Chronic pain conditions, such as arthritis, back pain, and musculoskeletal disorders, are becoming

increasingly common, particularly as the population ages.

As the number of people living with chronic pain continues to rise, the demand for NSAIDs is expected to increase, making them a critical component of pain management strategies in North America. For instance, the CDC estimates that 1 in 5 U.S. adults, or approximately 53.2 million people, are affected by some form of arthritis. Among the over 100 types of arthritis, osteoarthritis (OA) is the most prevalent, impacting 32.5 million adults in the United States.

The prevalence of different cancers is rising globally, increasing the patient population who may experience cancer-related pain. For instance, as per the International Agency for Research on Cancer projections, in 2030, the total incidence cases of all cancers are expected to be nearly 334.8 million, and in 2040, nearly 366.6 million cancer cases are expected to be reported in the United States. This alarming rise in chronic indications creates a huge demand for non-steroidal anti-inflammatory drugs.

### Side Effects Associated with the Drugs

The North America non-steroidal anti-inflammatory drugs (NSAIDs) market is expected to face significant hindrance due to the increasing awareness and concern surrounding the side effects associated with these drugs. NSAIDs, while effective in managing pain and inflammation, are linked to a range of adverse effects, including gastrointestinal issues such as ulcers and bleeding, cardiovascular risks like heart attacks and strokes, and kidney damage, particularly with long-term use.

As a result, both patients and healthcare providers are becoming more cautious, often opting for alternative therapies such as COX-2 inhibitors, opioids (with careful monitoring), physiotherapy, and natural remedies. Furthermore, regulatory bodies such as the FDA and Health Canada have implemented stricter guidelines and warnings for NSAID use, which has led to a decline in prescriptions and a shift in clinical preferences.

### Segment Analysis

The North America non-steroidal anti-inflammatory drugs market is segmented based on drug type, indication, and mode of prescription.

#### Drug Type:

The ibuprofen segment in the drug type is expected to dominate the non-steroidal anti-inflammatory drugs market share

The ibuprofen segment stands out as the dominant category in the North America non-steroidal anti-inflammatory drugs (NSAIDs) market, driven by its broad therapeutic application, strong consumer preference, and extensive over-the-counter (OTC) availability.

Widely used for managing acute and chronic pain, inflammation, fever, and headaches, ibuprofen is trusted for its efficacy, affordability, and favorable safety profile when used appropriately. Its accessibility as an OTC medication has made it a household staple, with leading brands such as Advil and Motrin commanding significant market share and maintaining strong brand loyalty.

The segment has also witnessed consistent product innovation and launches, including extended-release formulations, soft gels, liquid capsules, and pediatric syrups, catering to a wide range of consumer needs and preferences. For instance, in February 2025, Zydus received final approval from the United States Food and Drug Administration (USFDA) to manufacture Ibuprofen and Famotidine tablets, 800 mg/26.6 mg.

Additionally, the growth of e-commerce and retail pharmacy chains has further increased product visibility and accessibility, boosting sales across diverse age groups and demographics. The introduction of private-label ibuprofen products by major retail chains has also expanded the segment, offering consumers cost-effective alternatives without compromising efficacy.

As the demand for convenient, fast-acting, and reliable pain management solutions continues to rise, particularly in the self-care and wellness space, the ibuprofen segment is expected to maintain its dominant position in the North American NSAIDs market.

### Competitive Landscape

The major players in the North America non-steroidal anti-inflammatory drugs market include Bayer AG, Haleon group of companies, Kenvue, Teva Pharmaceutical Industries Ltd., Viatris Inc., Pfizer Inc., Abbott, Sun Pharmaceutical Industries Ltd., among others.

### Key Developments

In January 2025, the U.S. Food and Drug Administration (FDA) approved a novel formulation combining rizatriptan and the nonsteroidal anti-inflammatory drug meloxicam (Symbravo, Axome Therapeutics) for the acute treatment of migraine with or without aura in adults.

In December 2024, Tonix Pharmaceuticals announced that the FDA accepted its New Drug Application (NDA) for TNX-102 SL, a non-opioid, centrally-acting analgesic for fibromyalgia management. This drug, if approved, could be the first new treatment for fibromyalgia in over 15 years.

In August 2024, Concentric Analgesics, Inc., a clinical-stage biopharmaceutical company focused on developing innovative, non-opioid pain therapies, presented additional positive clinical data for vocacapsaicin, its first-in-class lead product candidate for managing postsurgical pain, at the 2024 International Association for the Study of Pain (IASP) World Congress.

### Why Purchase the Report?

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The North America non-steroidal anti-inflammatory drugs market report delivers a detailed analysis with 36 key tables, more than 23 visually impactful figures, and 136 pages of expert insights, providing a complete view of the market landscape.

#### Target Audience 2024

**Manufacturers:** Pharmaceutical, Medical Device, Biotech Companies, Contract Manufacturers, Distributors, Hospitals.

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Academic & Research: Academic Institutions.

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