

Analgesics in Eastern Europe

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Abstracts

Analgesics in Eastern Europe remains one of the largest OTC categories. The positive performance is driven by several factors: an aging population, high chronic disease rates, and a rise in self-medication. The trend towards topical analgesics continues across the region, benefitting from effectiveness and convenience of usage.

Chemists/pharmacists dominate distribution. Analgesics is projected to register steady growth to 2024 with consumers remaining loyal to known and familiar brand names.

Euromonitor International's Analgesics in Eastern Europe global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health 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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