

# Analgesics in Western Europe

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Date: October 2019

Pages: 71

Price: US\$ 1,325.00 (Single User License)

ID: A419AA92ED3EN

## Abstracts

Growth in analgesics in Western Europe is subdued due to category maturity, and challenges from private label and generics. Developments in self-medication in a country will dictate future growth trends. Consumers continue to make changes to their lifestyles to reduce dependency on analgesics for pain management. Opportunities for growth exist within topical analgesics and ibuprofen

Euromonitor International's Analgesics in Western 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.

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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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## Contents

Introduction  
Regional Overview  
Leading Companies and Brands  
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