

Analgesics Update Part 1: Global Trends

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Date: April 2017

Pages: 52

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

ID: A6F96D6FEC9EN

Abstracts

Although the global market for analgesics is outsized by cough, cold, and allergy medications (CCAs) within OTC consumer health, the category totalled global retail value sales of USD22.5 billion in 2016; an 11% increase since 2011. Looking forward, an ageing population, combined with other demographic, lifestyle and epidemiological factors, will continue to drive up sales of analgesics. Part 1 of this two-part global briefing series will look at current global trends in sales of analgesics.

Euromonitor International's Analgesics Update Part 1: Global Trends 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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