

# OTC Triptans in Pakistan

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## Abstracts

Whilst the prevalence of headaches is on an increase, the case of migraine or combination headaches is relatively lower in Pakistan. Furthermore, OTC triptans are usually not to be consumed for mild headaches. Even in cases of severe headaches most consumers are used to doubling their dosage to two tablets or using a fortified version of a painkiller such as Panadol Extra instead of Panadol. Hence OTC triptans continues to have a negligible market in Pakistan.

Euromonitor International's OTC Triptans in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012, allowing you to identify the sectors driving growth. Forecasts to 2017 illustrate how the market is set to change.

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

### Why buy this report?

Get a detailed picture of the OTC Triptans 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.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

July 2013

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