

Analgesics in the Philippines

September 2024

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Analgesics in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Brand loyalty in analgesics remain strong, despite increasing market competition Innovative packaging plays important role in educating and engaging consumers Analgesics kits become increasingly popular

PROSPECTS AND OPPORTUNITIES

Positive growth for analgesics, underpinned by increasing urbanisation and more stressful lifestyles Ageing population will have positive impact on demand Pharmacy franchises pave way for greater availability of analgesics, especially in rural areas

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DISCLAIMER

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