



Analgesics in South Korea

October 2023

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Analgesics in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

“Tripledemic” in South Korea ensures demand for analgesics remains high
Average unit price of acetaminophen continues to rise, pushing demand for alternatives
Convenience stores continues to make gains but pharmacies remains dominant distribution channel for analgesics

PROSPECTS AND OPPORTUNITIES

Slowing growth for systemic analgesics but new formats could emerge
Local consumers will continue to value topical options, driven by ageing population and greater participation in physical activity
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