



Analgesics in Italy

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Unexpectedly short flu season stalls analgesics sales

Ibuprofen's broad appeal fuels growth despite unusual flu season driven by quick release formulations

Topical analgesics/anaesthetic continues to suffer from the poor performance of patches and competition from non-medicated options.

PROSPECTS AND OPPORTUNITIES

Chronic pain treatment as an opportunity for analgesics despite competition from non-pharmacological alternatives

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