



Analgesics in Australia

September 2024

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Analgesics in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Manufacturers and retailers respond to TGA decision to reduce acetaminophen pack sizes

Consumer demand for “natural” products drives NPD within adult acetaminophen and topical analgesics/anaesthetic

Marketing agenda within analgesics offers a wide scope for consumer engagement

PROSPECTS AND OPPORTUNITIES

Potential disruption to distribution landscape with proposed merger of Chemist Warehouse and Sigma Healthcare

Chronic conditions likely to further drive consumption of analgesics with stronger doses or target specific pain as population ages

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